

RESOLUTION NO. 2024- 157

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, ADOPTING THE NASSAU COUNTY TRANSIT STUDY – 2024 UPDATE; PROVIDING CERTAIN LEGISLATIVE FINDINGS; PROVIDING FOR APPLICATION; DIRECTING THE COUNTY MANAGER TO DEVELOP AND PROVIDE IMPLEMENTING LEGISLATION; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Goal of the Transportation Element of the Nassau County 2030 Comprehensive Plan ("Comprehensive Plan") requires that the County promote the development of a multi-modal County transportation system, which will provide for the safe and efficient movement of people and goods and the use of alternative modes of transportation; and

WHEREAS, Objective T.08 of the Transportation Element of the Comprehensive Plan requires that the County shall assist private, non-profit, and public agencies in planning and implementing local and regional transit services in Nassau County; and

WHEREAS, Policy T.08.02 of the Transportation Element of the Comprehensive Plan requires that the County shall continue its coordination effort with the Nassau County Council on Aging, Nassau Transit, and the Northeast Florida TPO to assess options for transit service in Nassau County; and

WHEREAS, Policy T.08.04 of the Transportation Element of the Comprehensive Plan requires that the County shall continue to work with Nassau Transit, JTA, North Florida TPO and other transportation agencies to encourage and promote transit in the Northeast Florida region; and

WHEREAS, a Nassau County Transit Study was completed in November 2015 to determine public transportation needs and opportunities, and to explore and recommend bus transit options; and

WHEREAS, the Strategic Plan's Fiscal Stewardship & Economic Prosperity Project 35 requires that the County continue to explore a long-term partnership with JTA to provide commuter services in Nassau County; and

WHEREAS, recognizing the need to update the 2015 Transit Study, the County in partnership with the JTA prepared an update to the study to reflect demographic, economic, infrastructure, and industry growth and trends that impact public transportation services and needs; and

WHEREAS, the Nassau County Transit Study – 2024 Update ("2024 Update") was completed in August 2024; and

WHEREAS, the 2024 Update conforms with the intent of the previously-referenced Comprehensive Plan policies; and

WHEREAS, a Steering Committee comprised of members representing the Amelia Island Convention and Visitors Bureau, Barnabas, City of Fernandina Beach, Council on Aging, Florida Department of Transportation, Nassau County Chamber of Commerce, Nassau County Economic Development Board, Nassau County School District, Town of Callahan, Town of Hilliard, and Small Business Development Center, was established to gather input to guide the study, and engage stakeholders in developing priorities for future service improvements; and

WHEREAS, the Steering Committee met on June 6, 2023; October 29, 2023; November 15, 2023; January 18, 2024; and May 13, 2024; and

WHEREAS, Nassau County and JTA held public meetings in Callahan, Hilliard, and the Fernandina Beach to inform the public and receive feedback on key study component, and also participated in community events including Chamber of Commerce After Hours Networking on August 17, 2023, Annual Tourism Marketing Meeting on August 25, 2023, Right Whale Festival on November 4th and 5th, 2023, and Veterans Day event in Callahan on November 4, 2023; and

WHEREAS, a public survey to gather information on general travel activity, customer services satisfaction, and feedback on service was available to the public from the fall of 2023 through February 1, 2024 which resulted in 402 responses; and

WHEREAS, interviews were conducted with Nassau Transit customer service agents, maintenance employees, and bus drivers to gain insights into transit services and systems; and with key Nassau County employers and their employees to obtain feedback regarding transit perceptions; and

WHEREAS, the Board now finds it in the best interest of the County and its citizens to adopt the recommendations included in the 2024 Update.

NOW, THEREFORE, BE IT RESOVLED by the Board of County Commissioners of Nassau County, Florida, as follows:

SECTION 1. FINDINGS. The above findings are true and correct and are hereby incorporated herein by reference.

SECTION 2. ADOPTION OF NASSAU COUNTY TRANSIT STUDY – 2024 UPDATE. The 2024 Update, dated August 2024, attached hereto as Appendix A and incorporated herein by reference (the "Nassau County Transit Study – 2024 Update"), is hereby approved.

SECTION 3. IMPLEMENTATION AND APPLICABILITY.

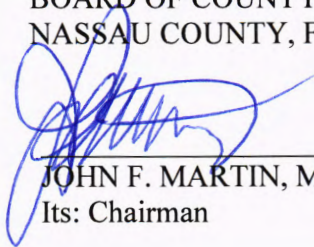
(A) The Nassau County Transit Study – 2024 Update will serve as a road map and planning tool for transit investment in the continued implementation and development of a multi-modal County transportation system to provide for the safe and efficient movement of people and goods and the use of alternative modes of transportation.

(B) The County Manager is hereby directed to utilize the Nassau County Transit Study – 2024 Update as a planning tool for the implementation and development of a multi-modal County transportation system.

SECTION 4. EFFECTIVE DATE. This Resolution shall take effect immediately upon its passage.

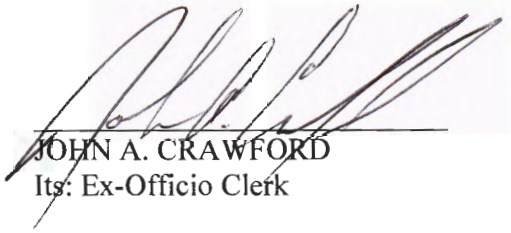
DULY ADOPTED this 16th day of October, 2024

BOARD OF COUNTY COMMISSIONERS
NASSAU COUNTY, FLORIDA



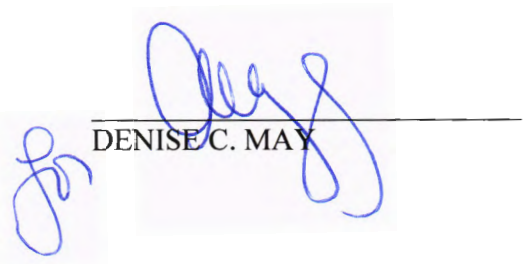
JOHN F. MARTIN, MBA
Its: Chairman

ATTEST as to Chairman's Signature:



JOHN A. CRAWFORD
Its: Ex-Officio Clerk

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

APPENDIX A

NASSAU COUNTY TRANSIT STUDY – 2024 UPDATE

Nassau County Transit Study – 2024 Update

Final Report



**August
2024**

Prepared for:



100 LaVilla Center Drive
Jacksonville, FL 32202
(904) 265-6999

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Executive Summary

As an update to the 2015 Nassau County Transit Study, this study is an opportunity to review existing transit services and assess the opportunities to address growth and additional mobility needs across Nassau County.

Nassau County is currently served by multiple transit services provided by NassauTRANSIT and the Jacksonville Transportation Authority (JTA). The 2024 Nassau County Transit Study analyzes the challenges and opportunities for transit in Nassau County and recommends near-, medium- and long-term improvements. Sections of this report include the following:

- Existing Conditions / Market Analysis
- Public Engagement
- Transit Service Toolkit
- Future Service Framework
- Implementation Plan
- Marketing Strategic Plan

Throughout the study, the JTA and Nassau County conducted a robust public engagement process to better understand the needs and preferences of Nassau County residents and transit users. Key transit needs identified from public engagement efforts directly informed the study’s outcomes, as shown in Table 1 below.

Table 1. Key Transit Needs Addressed

| | |
|-------------------------------|---|
| Access to Employment | <ul style="list-style-type: none">• Existing Nassau Express Select service operates at peak hours for travel to downtown Jacksonville, offering limited opportunities for people to reach Nassau County for work. The service does not connect with Amelia Island.• Proposed service would offer more trips and serve new destinations, including downtown Fernandina Beach. |
| Access to Healthcare | <ul style="list-style-type: none">• Stakeholders expressed a consistent need to access major medical facilities, including UF Health North, UF Health Wildlight, and VA clinic locations.• Proposed service would connect to each of the UF Health facilities, as well as the VA Clinic located near River City Marketplace in Duval County. |
| Tourist Transportation | <ul style="list-style-type: none">• Stakeholders expressed a need for tourist circulation on Amelia Island, as well as for connections from Jacksonville International Airport to Fernandina Beach and major resorts.• Proposed improvements to demand-response service would better meet travel needs on Amelia Island, while revisions to the Nassau Express Select service would enable travel to and from the airport. Future extension of the Nassau Express Select to Fernandina Beach would further enhance regional connections for both residents and tourists. |
| Improved Rural Access | <ul style="list-style-type: none">• Stakeholders expressed a need for connections from the Town of Callahan and Town of Hilliard to destinations in Nassau County and the broader Jacksonville region.• Proposed flex routes would connect Callahan and Hilliard to JTA’s First Coast Flyer service, as well as the Nassau Express Select, demand response service, and destinations in Yulee. |



The transit needs identified by stakeholders formed the basis for the study’s recommendations, which are shown below in Table 2. A successful plan will require that Nassau County, the JTA, and local stakeholders work together to implement new transit programs and services, with a focus on customer and community needs.

Table 2. Service Recommendations

| Time Horizon | Recommendation | Partners |
|------------------------------------|--|--|
| Short-Term (1-2 Years) | 1: Expand Nassau Express Select Service | Nassau County, JTA |
| | 2: Modernize Demand-Response Service | Nassau County, JTA |
| | 3: Facilitate First- and Last-Mile Service | Nassau County, JTA, Private Sector |
| | 4: Improve Mobility Hub Visibility | Nassau County, JTA, Municipalities, Property Owners |
| Medium-Term (3-5 Years) | 5: Introduce New Flex Routes | Nassau County, JTA |
| | 6: Extend Nassau Express Select | Nassau County, JTA |
| | 7: Continue Demand-Response Modernization | Nassau County, JTA |
| | 8: New and Improved Mobility Hubs | Nassau County, JTA, Municipalities, Property Owners |
| Long-Term (5+ Years) | 9: Expand Demand-Response / Microtransit | Nassau County, JTA |
| | 10: Increase Nassau Express Select Service | Nassau County, JTA |
| | 11: Expand First- and Last-Mile Options | Nassau County, JTA, Private Sector |
| | 12: Modernize and Expand Mobility Hubs | Nassau County, JTA, Municipalities, Property Owners |

The proposed future vision for transit in Nassau County is shown in Figure 1 on the following page. When fully implemented, the proposed system will include the following:

- An expanded Nassau Express Select route providing direct service to Fernandina Beach
- Two flex routes connecting Callahan and Hilliard to Yulee and the JTA bus network
- New microtransit service in the Fernandina Beach-Yulee urbanized area
- Paratransit service maintained in all rural areas of the county

Taken together, the proposed system addresses key transit needs in Nassau County, including access to healthcare, recreation, and employment. Key destinations related to these transit needs are shown in Figure 2.

Figure 1. Proposed Future System

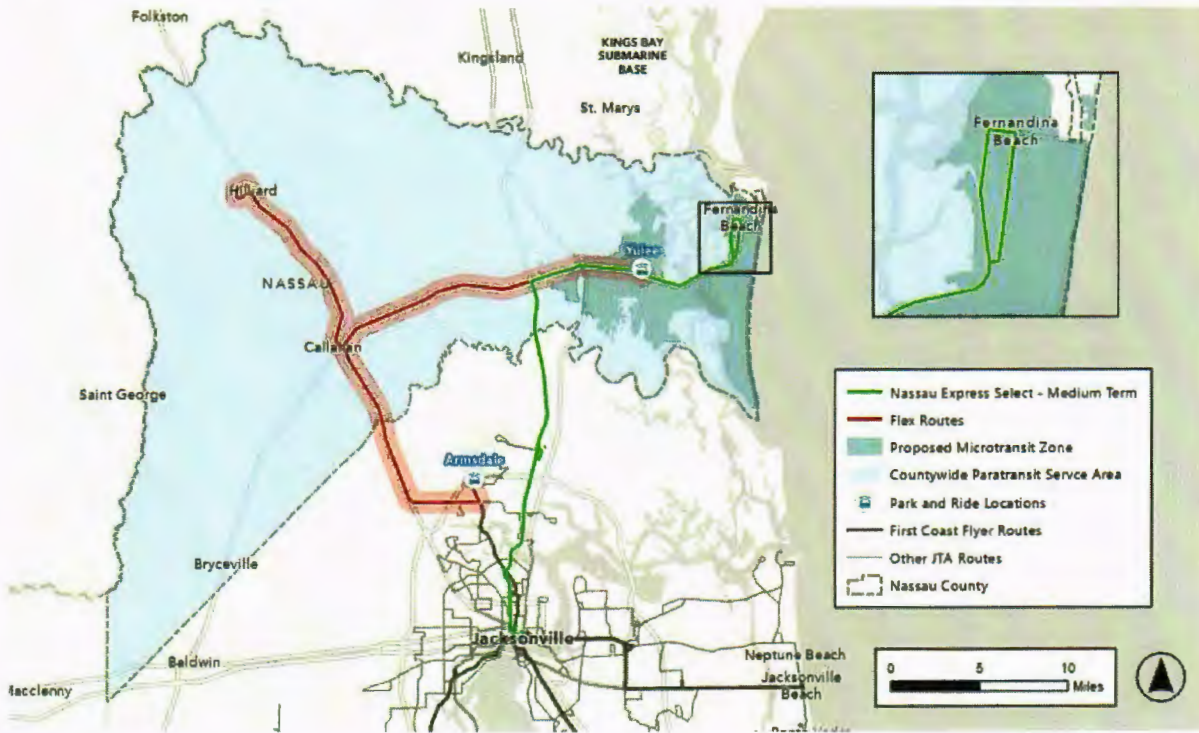


Figure 2. Key Destinations, Travel Patterns, and Transit Needs Addressed



Introduction

As an update to the 2015 Nassau County Transit Study, this study is an opportunity to review existing transit services and assess the opportunities to address growth and additional mobility needs across Nassau County.

Nassau County is currently home to multiple transit services, including both fixed-route bus and demand-response service provided by NassauTRANSIT and the Jacksonville Transportation Authority (JTA). These transit services operate across a diverse range of communities, from rural areas in the western part of the county to the regional tourism hub of Amelia Island in the east. This spectrum of operating environments presents clear opportunities and challenges for transit which are addressed in the Nassau County Transit Study.

Key components of this report include the following:

- **Existing Conditions:** The first section of the report describes the existing conditions of transit service in Nassau County, highlighting current operations, ridership, revenue, and other service characteristics.
- **Market Analysis:** The second section assesses existing land use, population characteristics, employment destinations, and commute patterns within Nassau County, with a focus on identifying key markets for transit service.
- **Public Engagement:** The third section of the report summarizes the public engagement activities conducted throughout the study, as well as key results of survey and outreach efforts that informed subsequent phases.
- **Transit Service Toolkit:** This section outlines the various types of transit service that were considered as part of the Nassau County Transit Study, as well as the markets for which they are best suited.
- **Future Service Framework:** The Future Service Framework includes the study's recommendations, which are divided into short-, medium- and long-term scenarios.
- **Implementation Plan:** The Implementation Plan assigns timelines and responsibilities for Nassau County, the JTA, and other partners to implement the Future Service Framework. Study recommendations will be included in the County's five-year Capital Improvement Plan.
- **Marketing Strategic Plan:** The Marketing and Strategic Plan outlines activities that Nassau County and the JTA can complete in order to raise awareness of transit and transition branding to JTA's family of services.

Together, these elements make up the Nassau County Transit Study, which reflects the transit needs identified through detailed analysis and robust public engagement efforts and positions Nassau County to enhance transit service as it continues to evolve, grow, and urbanize over the next 5-10 years.



Existing Conditions

This section examines operating conditions and market characteristics of Nassau County's public transportation services. In order to establish a basic understanding of the operating performance of Nassau County's transportation services, the analysis makes use of recent data from the JTA and NassauTRANSIT for local demand-response services, fixed-route services, and commuter bus services. The findings of this examination will help in the development and analysis of alternative service scenarios and inform decisions on potential changes to Nassau County transit service.

System Overview

Nassau County is served by two local public transportation agencies: NassauTRANSIT, which provides most transit service within the county and is operated by the Nassau County Council on Aging, and the JTA—the principal transit provider for the city and region of Jacksonville. Transit in Nassau County comprises three types of services: the Island Hopper, which provides on-demand transit service on Amelia Island, scheduled on-demand service to all riders and county-wide paratransit operated by NassauTRANSIT, and Nassau Express Select service which connects Yulee to downtown Jacksonville and is operated by the JTA under a contractual agreement. These services are shown in Figure 6, with greater detail for the Fernandina Beach-Yulee area in Figure 7.

In 2023, the Fernandina Beach-Yulee area was reclassified by the Federal Transit Administration (FTA) as Urbanized Area over 50,000 people based on updated population estimates from the 2020 Census. This change will impact federal funding allocations for transit, including the eligibility of NassauTRANSIT to receive federal funding. While this section documents existing transit services provided under the current funding structure, future recommendations will recognize a transition to the JTA as a federal and state funding recipient for transit in Nassau County.

Paratransit and Demand-Response Service

NassauTRANSIT offers door-to-door demand-response transit services to all residents anywhere within Nassau County. Paratransit service is available on weekdays only from 7 AM to 3:30 PM and costs \$2 per person, per boarding. Passengers may also schedule demand-response trips to Jacksonville on Tuesday, Wednesday, and Thursday mornings from 7 AM to 3:30 PM, still at a \$2 fare. Any resident may use these services but must schedule on the same day as the reserved trip. Reservations are available only to those with qualified need as approved by the State of Florida. NassauTRANSIT will also provide services on-demand to all riders everywhere in Nassau County for \$2 per boarding per person. The cost is the same for scheduled rides and same-day rides. Service is available for Amelia Island from 8 AM to 4 PM Monday to Friday, and from 9 AM to 12 PM and 1 PM to 5 PM on Saturdays.

Figure 3. Paratransit Vehicles and Passengers



Source: NassauTRANSIT

Island Hopper

In addition to regular countywide service, NassauTRANSIT operates the Island Hopper demand-response transit service (Figure 4) on Amelia Island on Saturdays from 9 AM to 12 PM and from 1 PM to 5 PM. Service is available to the general public and is not subject to eligibility requirements. Fares are \$2 for a one-way trip.

Figure 4. Island Hopper Vehicle and Passengers



Source: NassauTRANSIT

Nassau Express Select

Nassau Express Select is a commuter service linking the community of Yulee to downtown Jacksonville, specifically the Jacksonville Regional Transportation Center (JRTC) at LaVilla. Passengers board at the corner of Amelia Concourse and SR200/A1A, or they may drive to the Winn-Dixie park-and-ride lot in Yulee and board from there. Service is offered on weekdays in the early morning and late afternoon and costs \$3 one-way (see Table 3). Nassau Express Select also accepts JTA day and month passes, as well as reduced fares for qualifying low-income residents. This service uses wheelchair-accessible cutaway buses featuring 'executive-style' comfort as well as complimentary Wi-Fi and USB charging ports for passenger use (Figure 5).

Table 3. Nassau Express Select Schedule

| Direction | Start Location | Start Times | End Location | End Times |
|------------|------------------|--|------------------|--|
| Northbound | JRTC at LaVilla* | 6:10am, 6:40am, 4:45pm, 5:15pm, 6:15pm | Yulee Winn-Dixie | 6:40am, 7:10am, 5:30pm, 6:00pm, 7:00pm |
| Southbound | Yulee Winn-Dixie | 6:40am, 7:10am, 5:30pm, 6:00pm, 7:00pm | JRTC at LaVilla* | 7:20am, 7:50am, 6:10pm, 6:30pm, 7:30pm |

Source: JTA. * Note: The first two northbound and last two southbound trips daily operate between Yulee Winn-Dixie and the JTA's Arnsdale Road Park-and-Ride facility and do not serve the JRTC at LaVilla.

Figure 5. Nassau Express Select Vehicle and Passenger



Source: NassauTRANSIT

Figure 6. Nassau County Transit Overview

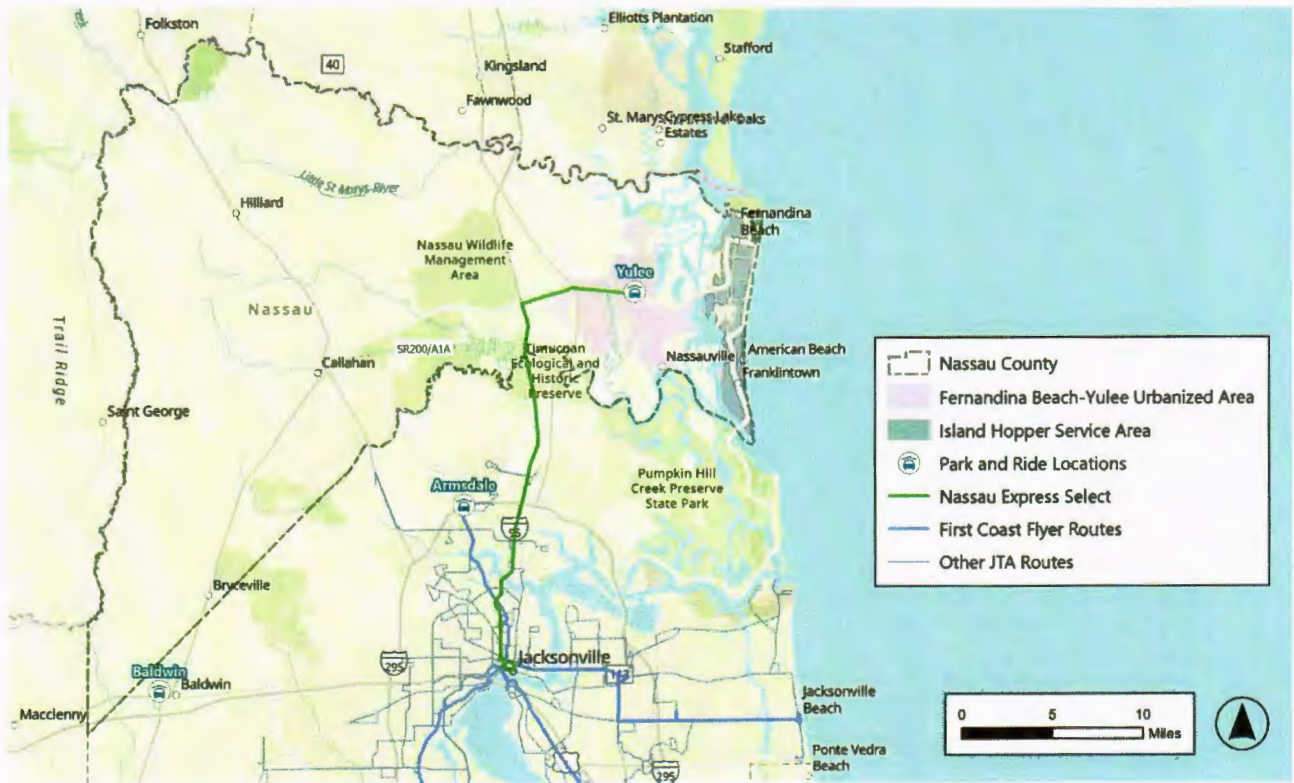


Figure 7. Fernandina Beach-Yulee Area Transit Detail



System Performance

In order to assess systemwide performance over time, the following section uses data from the National Transit Database (NTD) to report annual operating statistics and performance measures for NassauTRANSIT's demand-response and fixed route transit services. Data are analyzed for the most recent available five-year period (2017 to 2022) and summarized for each individual year, as well as an average rate of change per year, and a total percent change over the five-year period. It should be noted that data for 2020, 2021, and 2022 reflect the impact of the COVID-19 pandemic and recovery.

Table 4 shows Nassau County demand-response operating statistics from 2017 to 2022. Most notable are the change in passenger trips in 2020 due to the pandemic and the sharp increase in operating expenses in 2022.

Table 4. Demand-Response Operating Statistics, 2017-2022

| Operating Statistic | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | Annual Rate of Change | Percent Change |
|---------------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------------------|----------------|
| Revenue Hours | 21,118 | 21,283 | 25,384 | 19,783 | 21,221 | 25,025 | 3.5% | 18.5% |
| Revenue Miles | 295,677 | 293,060 | 361,748 | 295,058 | 249,271 | 331,881 | 2.3% | 12.2% |
| Passenger Trips | 43,419 | 39,258 | 40,123 | 35,060 | 23,228 | 37,487 | -2.9% | -13.7% |
| Operating Expenses | \$777,623 | \$750,441 | \$776,609 | \$705,310 | \$900,198 | \$1,175,454 | 8.6% | 51.2% |
| Passenger Revenue | \$12,445 | \$12,142 | \$12,170 | \$10,873 | \$12,561 | \$10,974 | -7.5% | -11.8% |

Source: National Transit Database, 2017-2022

Table 5 shows Nassau County fixed route operating statistics from 2017 to 2022. Similar to the demand-response service, the Nassau Express Select saw a steep decline in passenger trips in 2020 due to the pandemic and an increase in operating expenses in 2021.

Table 5. Fixed Route Operating Statistics, 2017-2022

| Operating Statistic | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | Annual Rate of Change | Percent Change |
|---------------------|-----------|-----------|-----------|-----------|-----------|----------|-----------------------|----------------|
| Revenue Hours | 6,938 | 9,665 | 5,895 | 5,374 | 4,928 | 962 | -33.6% | -86.1% |
| Revenue Miles | 193,114 | 181,572 | 149,190 | 147,105 | 126,812 | 21,786 | -35.4% | -88.7% |
| Passenger Trips | 9,609 | 16,252 | 14,610 | 10,873 | 7,283 | 4,392 | -14.5% | -54.3% |
| Operating Expenses | \$172,087 | \$330,925 | \$180,354 | \$219,081 | \$339,360 | \$45,467 | -23.4% | -73.6% |
| Passenger Revenue | \$9,609 | \$22,022 | \$14,610 | \$10,912 | \$7,283 | \$4,392 | -14.5% | -54.3% |

Source: National Transit Database, 2017-2022

Table 6 shows performance measures for demand-response service in Nassau County from 2017 to 2022. These measures are sourced from NTD or otherwise calculated based on the operating statistics reported in Table 4. Results show that NassauTRANSIT's demand-response service saw a substantial increase (75.1%) in expenses per passenger trip between 2017 and 2022, with the per-trip expenses (from \$17.91 to \$31.36) and per-trip subsidy (from \$17.62 to \$31.07) both almost doubling.

Table 6. Demand-Response Performance Measures, 2017-2022

| Performance Measure | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | Annual Rate of Change | Percent Change |
|--------------------------------------|---------|---------|---------|---------|---------|---------|-----------------------|----------------|
| Operating Expense Per Passenger Trip | \$17.91 | \$19.12 | \$19.36 | \$20.12 | \$38.75 | \$31.36 | 11.9% | 75.1% |
| Operating Expense Per Revenue Hour | \$36.82 | \$35.26 | \$30.59 | \$35.65 | \$42.42 | \$46.97 | 5.0% | 27.6% |
| Passenger Trips Per Revenue Hour | 2.1 | 1.8 | 1.6 | 1.8 | 1.1 | 1.5 | -6.5% | -28.6% |
| Average Fare Per Passenger Trip | \$0.29 | \$0.31 | \$0.30 | \$0.31 | \$0.54 | \$0.29 | 0.0% | 0.0% |
| Operating Ratio | 1.6% | 1.6% | 1.6% | 1.5% | 1.4% | 0.93% | -10.3% | -41.9% |
| Subsidy Per Passenger Trip | \$17.62 | \$18.81 | \$19.05 | \$19.81 | \$38.21 | \$31.07 | 12.0% | 76.3% |

Source: National Transit Database, 2017-2022



Table 7 shows performance measures for fixed route buses in Nassau County from 2017 to 2022. These measures are sourced from NTD or otherwise calculated based on the operating statistics reported in Table 5. Results show that the Nassau Express Select saw an even greater increase in operating expenses per passenger, operating expenses per revenue hour, and subsidy per passenger than demand-response service, with each increasing by over 160 percent.

Table 7. Fixed Route Performance Measures, 2017-2022

| Performance Measure | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | Annual Rate of Change | Percent Change |
|--------------------------------------|---------|---------|---------|---------|---------|---------|-----------------------|----------------|
| Operating Expense Per Passenger Trip | \$17.91 | \$20.36 | \$12.34 | \$20.15 | \$46.60 | \$10.28 | -10.5% | -42.6% |
| Operating Expense Per Revenue Hour | \$24.80 | \$34.24 | \$30.59 | \$40.77 | \$68.86 | \$46.95 | 13.6% | 89.3% |
| Passenger Trips Per Revenue Hour | 1.4 | 1.7 | 2.5 | 2.0 | 1.5 | 4.6 | 26.9% | 228.6% |
| Average Fare Per Passenger Trip | \$1.00 | \$1.36 | \$1.00 | \$1.00 | \$1.00 | \$1.00 | 0.0% | 0.0% |
| Operating Ratio | 5.6% | 6.7% | 8.1% | 5.0% | 2.1% | 9.70% | 11.6% | 73.2% |
| Subsidy Per Passenger Trip | \$16.91 | \$19.01 | \$11.34 | \$19.15 | \$45.60 | \$9.28 | -11.3% | -45.1% |

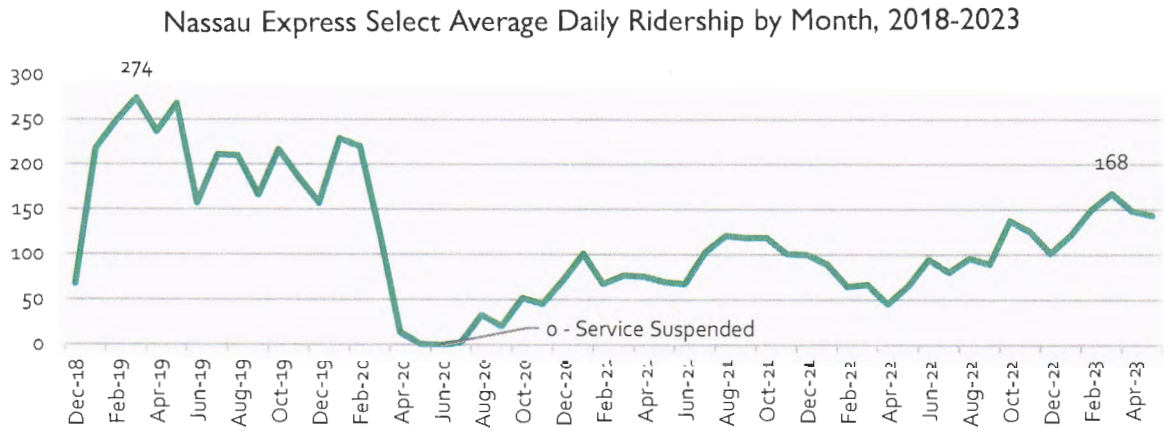
Source: National Transit Database, 2017-2022.

Overall, data for fiscal years 2017 to 2022 show mixed performance in the years leading up to the COVID-19 pandemic, with both demand-response and Nassau Express Select services facing steep ridership declines and increased expenses during the pandemic response. Ridership data for the Nassau Express Select service reflects a suspension of service in spring and summer of 2020, as well as an ongoing recovery, as shown in Figure 8. Trends for both services indicate a need to right-size transit service to meet post-pandemic needs.¹

¹ National Transit Database - https://www.transit.dot.gov/sites/fta.dot.gov/files/transit_agency_profile_doc/2022/41114.pdf



Figure 8. Nassau Express Select Ridership, 2018-2023



Market Analysis

The following section analyzes the market for transit in Nassau County, including the major demand-side factors of land use, population demographics, travel patterns, and planned growth and development. It concludes with a discussion of the equity implications of current transit access for key population groups, as well as potential opportunities for improvement.

Land Use

Land use and transportation planning are often strongly tied together. For example, increasing the mix and proximity of residential, retail, commercial/office, and recreational land uses fosters an integrated transportation network and makes it easier for the public to reach their destinations by non-auto modes (e.g., transit, walking, and bicycling). A diversity of transportation options can help balance transportation demand and strengthen connections between communities.

Nassau County is located on the Atlantic Ocean and is part of the Jacksonville Metropolitan Area, also known as Metro Jacksonville or Northeast Florida. As of the 2020 Census, portions of eastern Nassau County have been designated as the Fernandina Beach-Yulee Urbanized Area, with a population of over 50,000 residents. The county is home to Amelia Island, a popular tourist destination; the county is also known for timber and agriculture production. The county is made up of three incorporated towns: Callahan, Hilliard, and Fernandina Beach. Like much of Florida, Nassau County has experienced significant development growth since 2000; while Jacksonville remains the population center of the region, growth rates in the surrounding counties, including Nassau County, are predicted to outpace Jacksonville. Urban development in the county has previously been focused on the City of Fernandina Beach; however, the largest amount of new development is occurring in the Yulee area, located in the eastern portion of the county. The area is close to major transportation corridors, and growth is expected to continue. The area of the county west of I-95 remains mostly rural but is predicted to grow alongside its surrounding counties.

In May 2007, the county partnered with the Amelia Island/Fernandina Beach/Yulee (AIFBY) Chamber of Commerce to develop a long-term planning and consensus building process, and a 25-year vision for Nassau called Vision 2032. Separately, a report evaluating the 2000-2010 comprehensive plan's effectiveness was conducted during the development of Vision 2032. The county's current 2030 comprehensive plan (2010-2030) seeks to rectify a major shortcoming of the previous 2010 comprehensive plan (2000-2010). The 2010 comprehensive plan (2000-2010) dedicated a significant portion of land to low-density residential development, and otherwise provided little development direction. The report found that this policy would lead to unsustainable sprawl and identified six essential outcomes that need to be achieved to effectively manage growth and encourage more compact mixed-use development over the life of the plan.

Together, the six outcomes emphasize combating sprawl through increased settlement density in town centers and preserving outlying countryside:

- A future land use plan that is a useful tool for managing growth
- A land development code that creates more efficient development patterns
- A coordinated economic development program
- A land acquisition/management program for recreation and conservation
- A parks and recreation master plan
- A leadership role in the Northeast Florida region

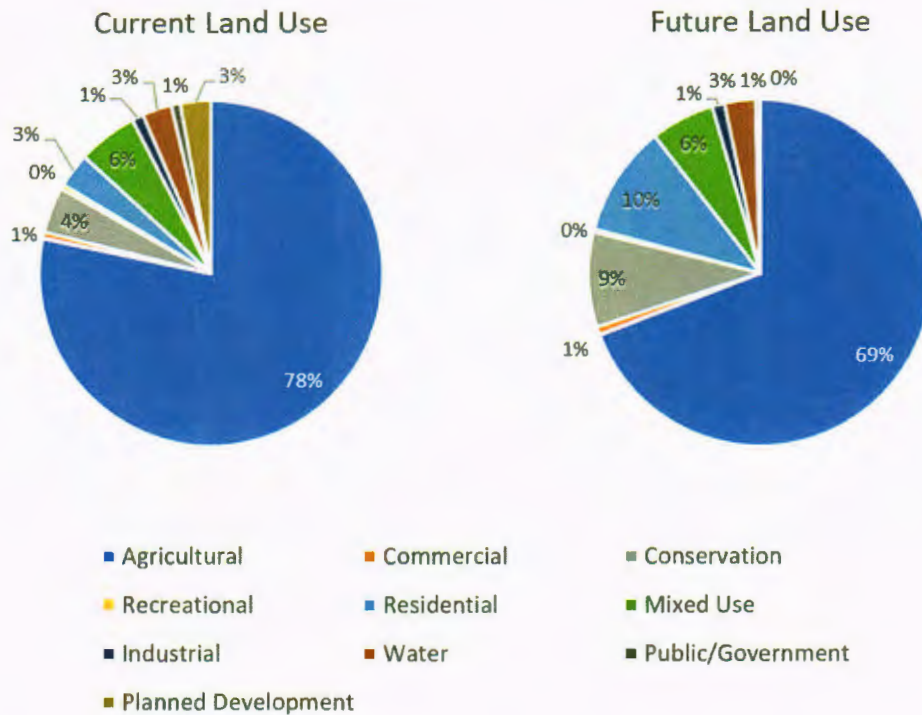
This framework encourages the continuation and growth of sustainable agriculture in the county and establishes urban transitional areas around the towns of Callahan and Hilliard. Critically, the framework sets up an Urban Development Area to which most development will be directed over the life of the plan. This will allow the county to pursue its goals of improving the jobs-housing balance, reducing sprawl, and reserving land for open space and agricultural uses. Figure 9 shows the expected outcome for future land use after the implementation of the plan. These land uses will also promote more efficient public service delivery, including transit. Nassau County is placing emphasis on more mixed-use areas while also upgrading and expanding “green infrastructure.”

Nassau County planning documents acknowledge the relationship between transportation and land use to better support the planning of more mixed-use and pedestrian-oriented development. Vision 2032 indicates that residents face issues such as long commute times and traffic congestion. Nassau County recognizes the growth in the area and the larger role they will need to take in the Northeast Florida region, including with transit and transportation planning. The county coordinates long-range transportation planning with municipalities in partnership with the North Florida Transportation Planning Organization (NFTPO), the Florida Department of Transportation (FDOT), and the Jacksonville Transportation Authority (JTA).

Nassau County’s Vision 2032 plan was created in 2007 with a 25-year vision for the county. Strategies recommended in the plan were created to achieve goals in five major priority areas: growth management, recreation and open space, infrastructure, environment, and education and school facilities. Nassau County has started the process of planning for the county’s Vision 2050 Plan.

Nassau County’s 2030 Comprehensive Plan was adopted in 2010. This plan details the community’s policies and areas of priority for future economic, physical and social development. An update to the Comprehensive Plan will commence upon completion of the Vision 2050 Plan.

Figure 9. Service Area Existing and Future Land Use



Source: Nassau County Property Appraiser Office, Town of Callahan

The Town of Callahan plans to prepare for growth in the County while promoting mixed-use and sustainable development. Examining the current and future land uses (Figure 10 and Figure 11), it is evident that development will continue to consume agricultural land, while conservation will increase in the county by almost five percent. The proportion of mixed-use parcels will stay consistent over time, with most mixed use still condensed in the northeast portion of the county. However, the share of residential parcels is expected to grow by seven percent, taking up a large share of land around existing towns and along major transportation corridors.

Planned increases in residential land uses are not accompanied by corresponding increases in commercial or industrial uses, indicating that residents may increasingly need to travel outside the county for work. Recent employment data from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) survey show that while 12,762 total workers both live and work in Nassau County and 10,335 workers travel to Nassau County for work, more than double this number (26,620) commute elsewhere from Nassau County.² The land use maps presented in Figure 10 and Figure 11 illustrate the expectation that the area east of I-95 will grow over time as these land use types relocate to take advantage of highway proximity.

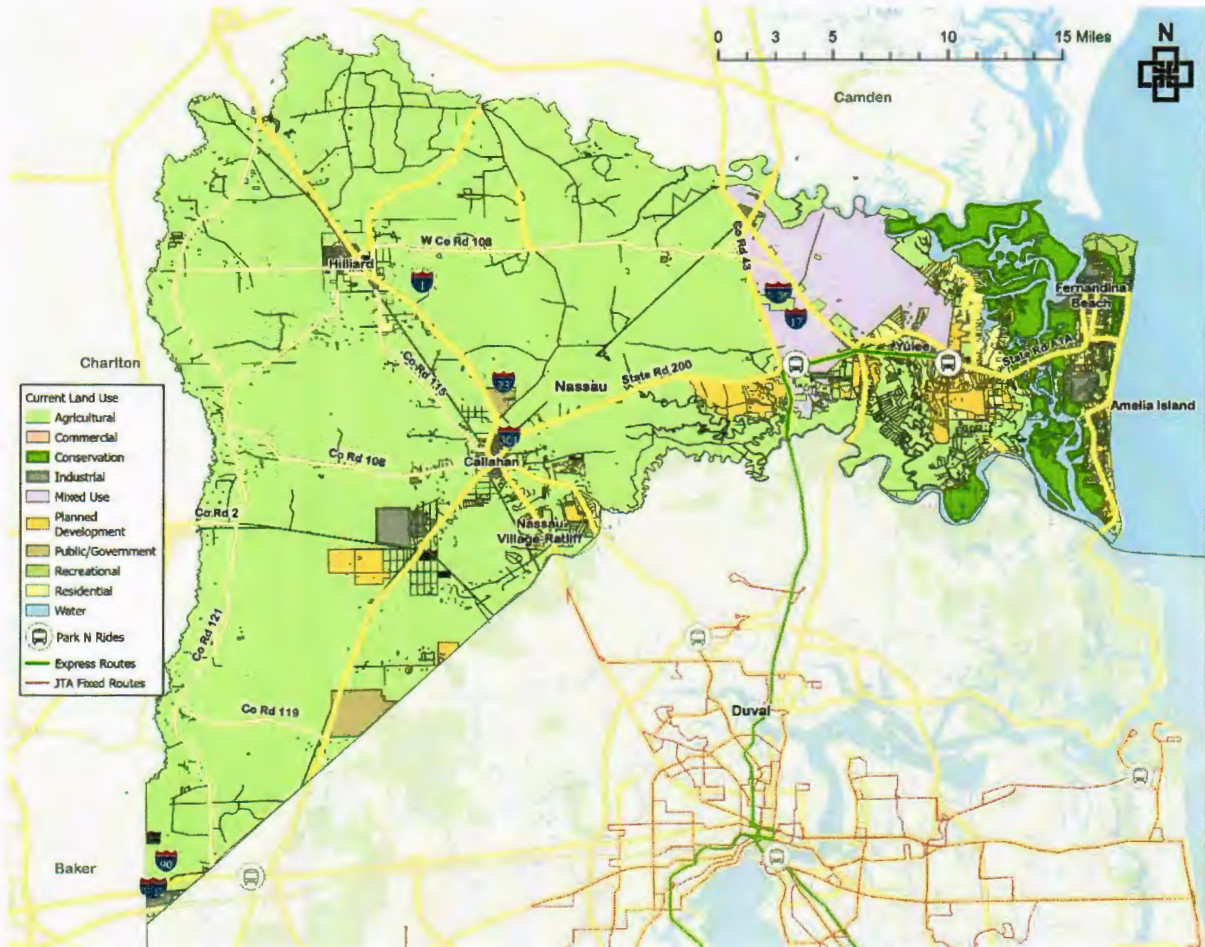
² LEHD data are available at <https://lehd.ces.census.gov/> and at <https://onthemap.ces.census.gov/>.

Table 8. Service Area Land Use Percentage Comparison

| Land Use* | Existing Land Use % | Future Land Use % | Change |
|---------------------|---------------------|-------------------|--------|
| Agricultural | 78% | 69% | -9% |
| Commercial | 1% | 1% | 0% |
| Conservation | 4% | 9% | +5% |
| Recreational | 0% | 0% | 0% |
| Residential | 3% | 10% | +7% |
| Mixed Use | 6% | 6% | 0% |
| Industrial | 1% | 1% | 0% |
| Water | 3% | 3% | 0% |
| Public/Government | 1% | 0% | -1% |
| Planned Development | 3% | 0% | -3% |

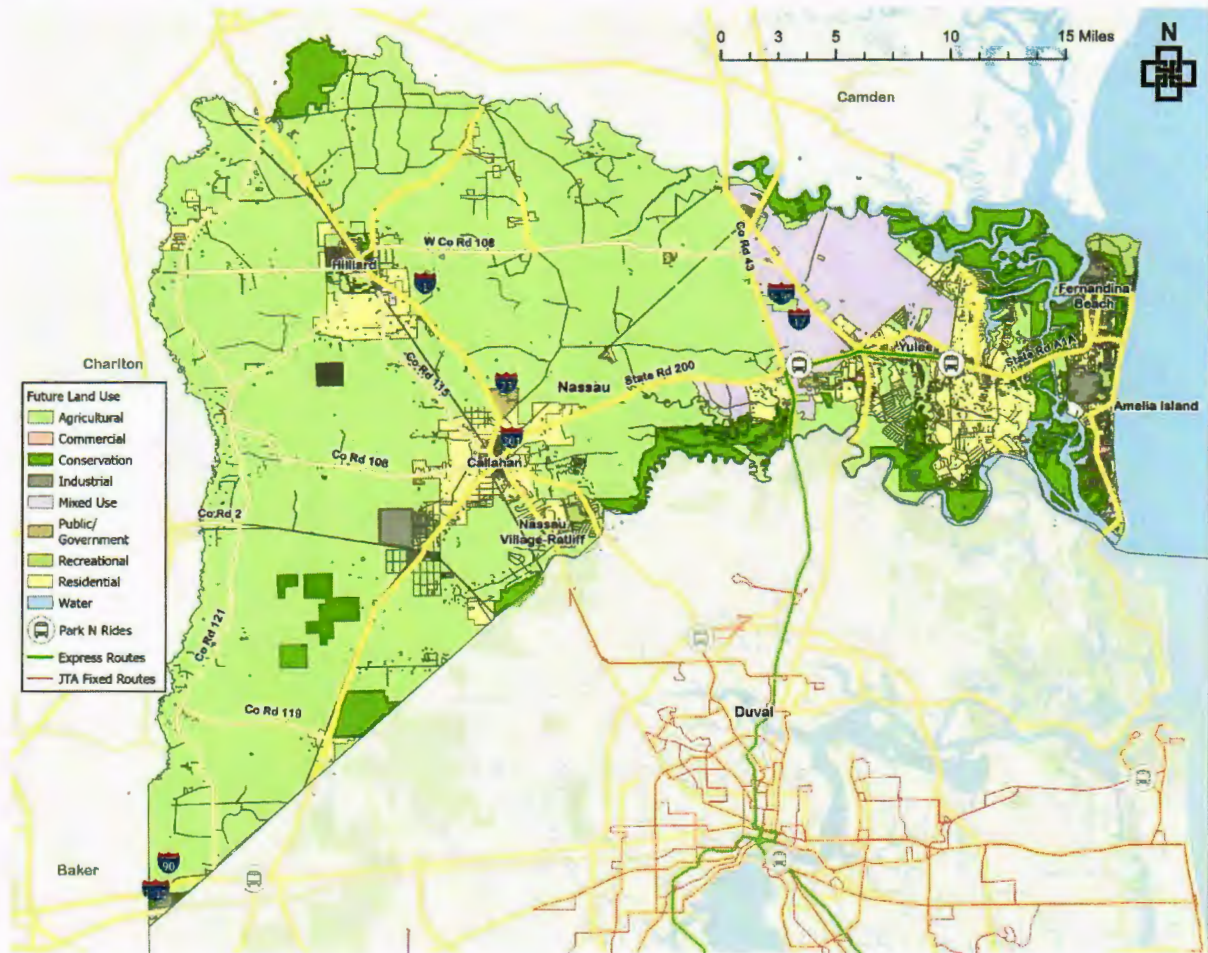
Source: Nassau County Property Appraiser Office, Town of Callahan

Figure 10. Nassau County Existing Land Use



Source: Nassau County Property Appraiser Office, Town of Callahan

Figure 11. Nassau County Future Land Use



Source: Nassau County Property Appraiser Office, Town of Callahan

Population and Employment Profile

Population Density

Nassau County is home to approximately 88,492 people according to 2021 American Community Survey (ACS) 5-year estimates and is growing rapidly. The Florida Bureau of Bureau of Economics and Business Research (BEBR) 2024 Projections of Florida Population by County estimate that the county's population is to 100,763 people, reflecting the significant population growth occurring in the region.³

Traditional transit benefits from a critical level of population density. The closer destinations are to each other, the more useful walking, bicycling, and transit become to people living and working in each neighborhood. High-density neighborhoods often have more multi-family housing, smaller lot sizes, shallower setbacks, and less space dedicated to parking.

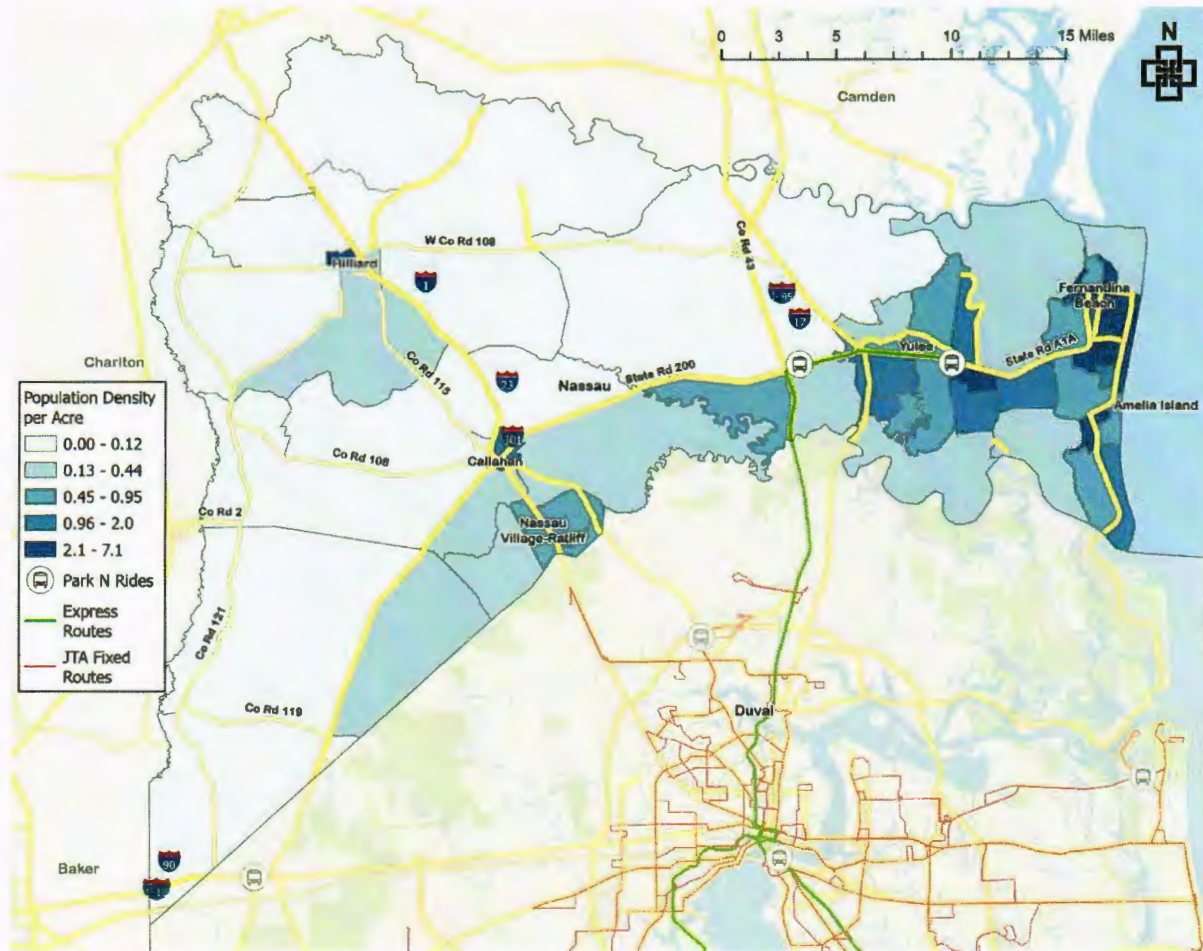
Figure 12 and Figure 13 show current population density (2021) and estimated future population density (2045). Most higher density areas are found in the eastern portion of the county, which has one park and ride stop with connections to express routes into downtown Jacksonville. Areas outside of this collection of high density in the east are primarily low density except for areas in the Town of Callahan, Town of Hilliard, and the southern section of the county between Callahan and O'Neil.

³ 2021 American Community Survey (ACS) 5-year Estimates

Source: Bureau of Economics and Business Research, Projections of Florida Population by County, 2025-2050, with Estimates for 2022 (2023)



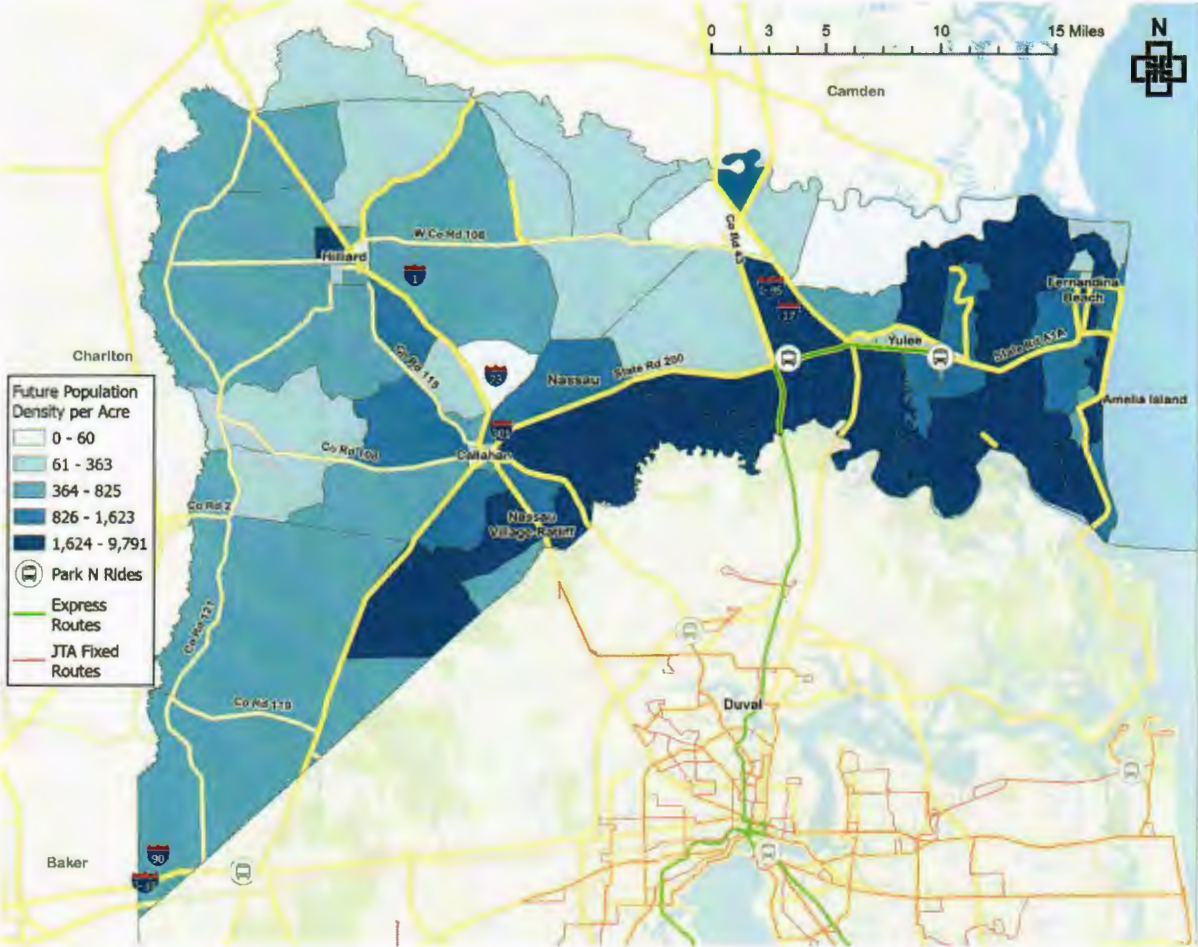
Figure 12. Population Density (2021)



Source: 2021 American Community Survey (ACS) 5-year Estimates

Future population projections for 2045 predict increased population density throughout much of Nassau County. Population density in Nassau County is projected to be highest in the areas bordering the northern part of Duval County, spanning roughly from Amelia Island to Nassau Villages-Ratliff. Amelia Island, Fernandina Beach, and their surrounding areas are projected to remain higher density areas. Further inland, the Yulee and Hilliard areas are projected to grow, as well as a small area between I-95 and Highway 17 bordering Camden County, Georgia. Many of the more rural areas in western Nassau County are projected to have moderate population density.

Figure 13. Population Density (2045)



Source: Northeast Regional Planning Model (NERPM) – North Florida Transportation Planning Organization.

Transit-Oriented Population Index

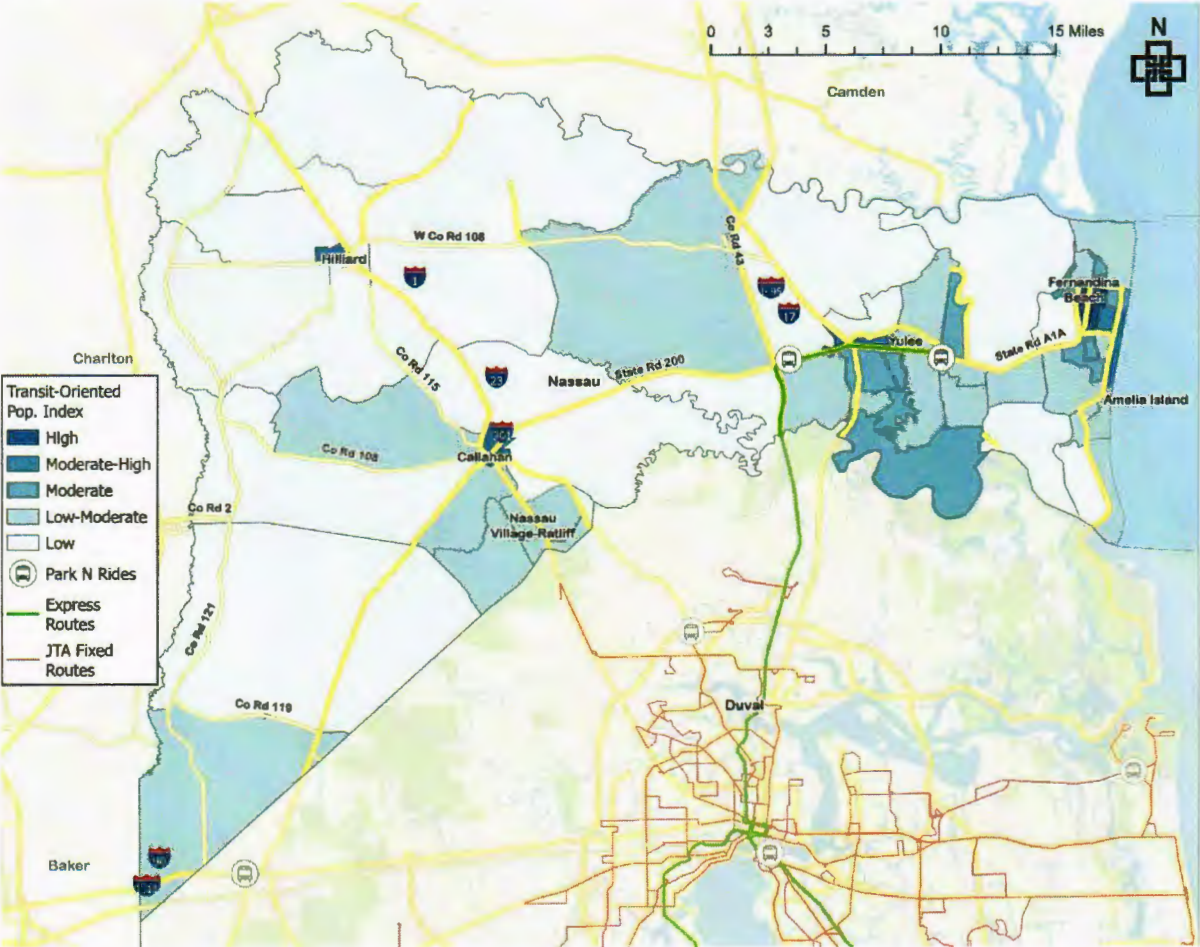
A Transit-Oriented Population Index identifies areas with higher numbers and concentrations of individuals with a propensity for transit use. The index is constructed from various demographic statistics in five categories: population (including race and ethnicity), age, income, vehicle ownership, and disability status. After scoring each Census block group in these categories, the scores are weighted and combined to create the overall Transit-Oriented Population index. Table 9 details the weights used for each category, and the maps in Figure 14 through Figure 18 show the results by census block group for different modes and service types.

Table 9. Transit-Oriented Population Index

| Category | Weight |
|---|--------|
| Population (General / Minority) | 30 |
| Vehicle Ownership (Zero / One Car) | 30 |
| Income (Less than 150% of Poverty Line) | 20 |
| Age (Youth / Senior) | 10 |
| Disability Status (Yes) | 10 |

Figure 14 shows the results of the composite Transit-Oriented Population Index, which indicates the relative level of transit need present throughout Nassau County. The index is highest in the City of Fernandina Beach, which is home to some of the densest housing in Nassau County. Other areas of eastern Nassau County, including Yulee and the rest of Amelia Island, have moderate to high transit need, as do the Town of Hilliard and Town of Callahan. Rural areas in northern and western Nassau County generally have low to moderate transit need.

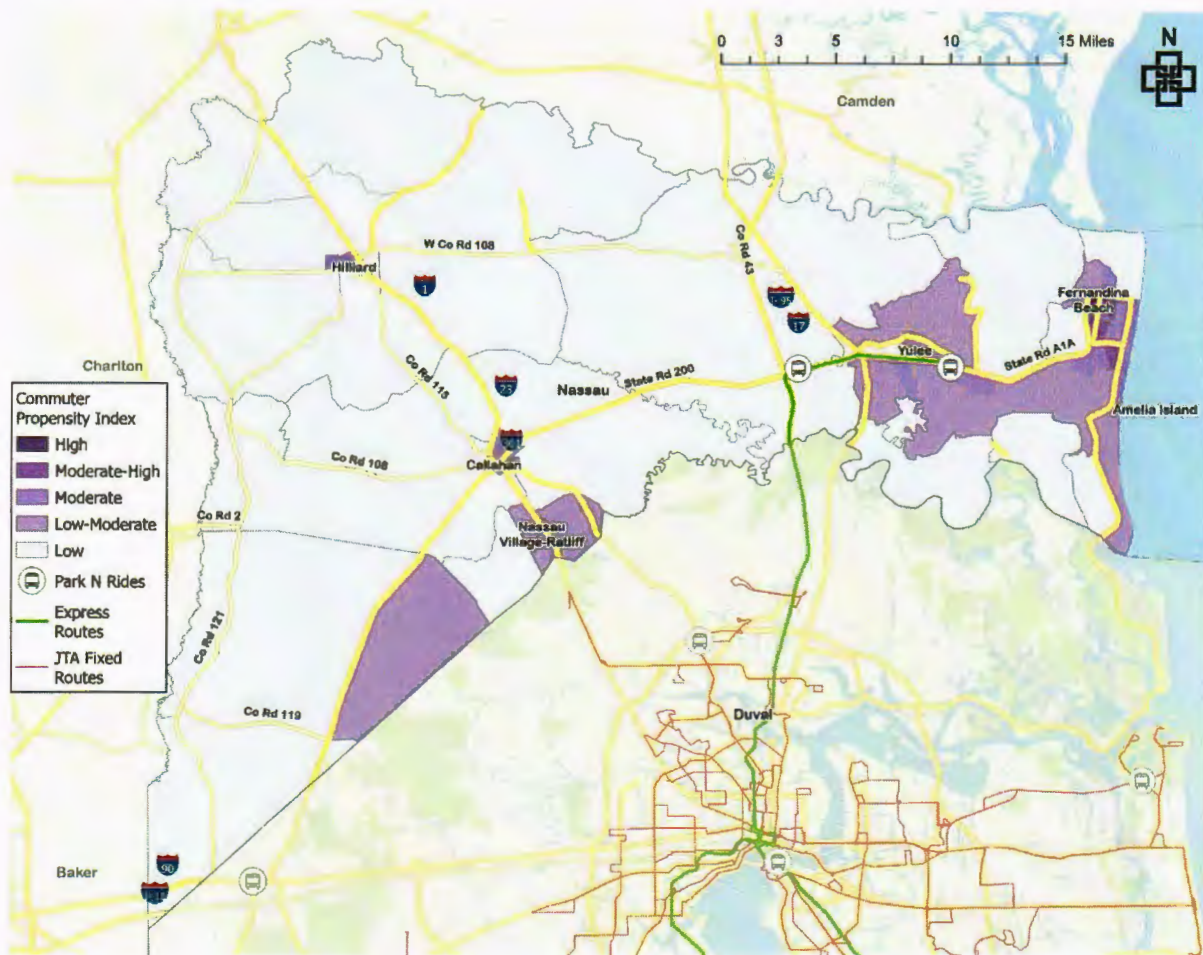
Figure 14. Transit-Oriented Population Index



Source: 2021 American Community Survey (ACS) 5-year Estimates

Figure 15 shows the results of a Commuter Propensity Index, which indicates the relative number of transit users who are in the labor force or employed, along with the number of people who report using transit, carpooling, or other means of commuting besides using a single-occupant vehicle. Areas of highest commuter propensity include Fernandina Beach, Yulee, Nassau Village, and small portions of the Town of Callahan and Town of Hilliard.

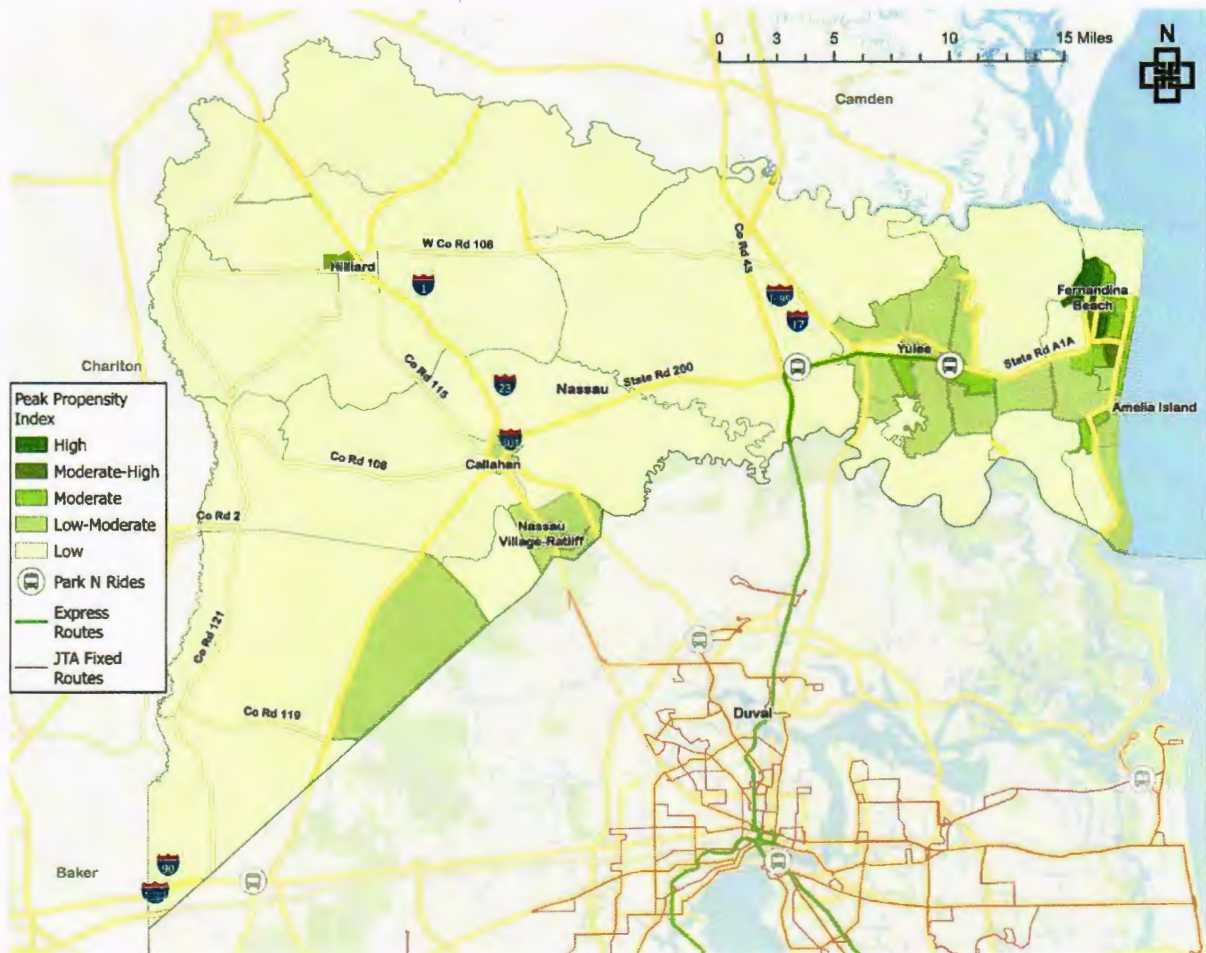
Figure 15. Commuter Propensity Index



Source: 2021 American Community Survey (ACS) 5-year Estimates

Figure 16 shows the results of a Peak Propensity Index, which indicates the relative number of employees who are likely to commute at peak hours. The highest peak propensity is found in downtown Fernandina Beach, with moderate peak propensity present in Yulee and Nassau Village.

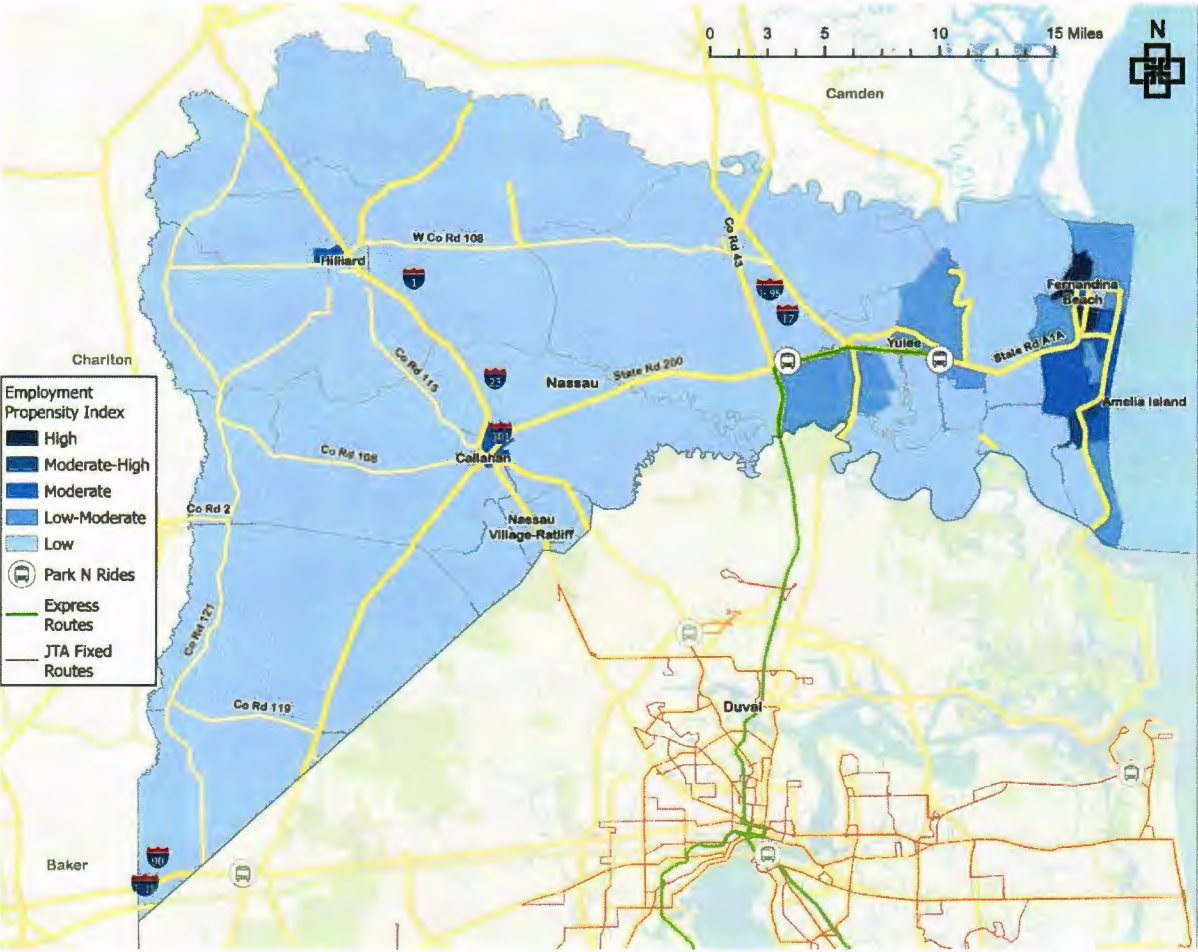
Figure 16. Peak Propensity Index



Source: 2021 American Community Survey (ACS) 5-year Estimates

Figure 17 shows the results of an Employment Propensity Index, which indicates the areas that are most likely to attract commute trips. These places, which tend to draw travel from surrounding communities, include downtown Fernandina Beach, the resort areas of Amelia Island, and to a small extent, the Town of Hilliard and Town of Callahan. Rural areas of Nassau County have very low employment propensity, which is consistent with their overall low employment levels.

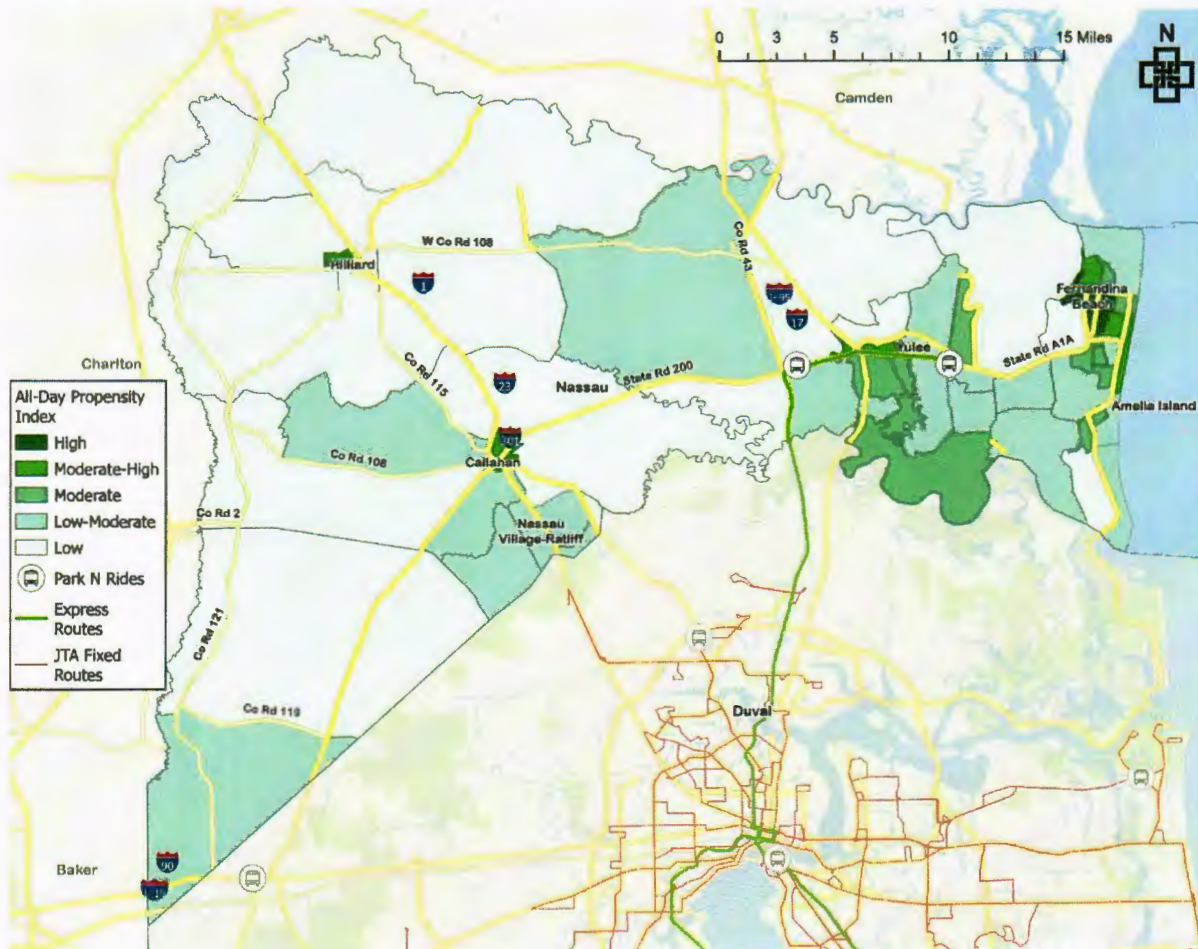
Figure 17. Employment Propensity Index



Source: 2021 American Community Survey (ACS) 5-year Estimates

Figure 18 shows the results of the All Day Propensity Index, which indicates the potential of areas within Nassau County to support transit service that operates outside traditional rush hours. Areas with the greatest potential to support all-day transit service typically include places where multiple types of destinations are combined in close geographic proximity, such as mixed-use neighborhoods and major residential/commercial centers. Of areas within Nassau County, Fernandina Beach has the greatest potential to support all-day transit service.

Figure 18. All Day Propensity Index



Source: 2021 American Community Survey (ACS) 5-year Estimates

Population Demographics

Transit riders come from all backgrounds, physical abilities, ages, socioeconomic classes, races, and ethnicities. Understanding the service area’s demographics is essential to ensuring that transit service serves its intended users, including the composition and location of historically underserved populations: racial and ethnic minorities, older adults, younger populations, and low-income populations. This leads to an understanding of where more transit-oriented populations reside and, in turn, helps agencies craft a strategy for providing service. An understanding of service area demographics also helps transit agencies meet the requirements of Title VI of the Civil Rights Act of 1964 and Executive Order 12898, which require that no community be excluded from participation in, be denied the benefit of, or be subjected to, discrimination under any program or activity receiving federal financial assistance, including for providing transit services.

Population Below Poverty Line

Poverty is an important variable when determining need and demand for transit services. Automobiles are expensive to own and operate, and these costs represent a larger relative share of a low-income household’s expenses. Table 10 shows the total persons below the poverty line and the percentage of total population below the poverty line in Nassau County. Just under 10 percent of Nassau County’s population lives below the poverty line.

Table 10. Population Below Poverty Line

| Population Group | Persons | % Total Population |
|-------------------------------|---------|--------------------|
| Population Below Poverty Line | 8,440 | 9.6% |

Source: 2021 American Community Survey (ACS) 5-year Estimates

Household Vehicle Availability

Vehicle availability is a strong indicator of transit need; households still need to make trips to jobs, school, grocery stores, or medical appointments regardless of whether they have access to sufficient personal vehicles. Households in mixed or dispersed settlement patterns rely more on vehicles than urban households because destinations tend to be further apart. Table 11 describes the number and percentage of zero-vehicle households in Nassau County. Only about three percent of households in the county have no access to vehicles, which is consistent with its dispersed land use pattern. As a comparison, roughly six percent of Florida households are zero-vehicle households (about 500,000 out of over eight million households).



Table 11. Zero-Vehicle Households

| Population Group | Households | % Total Households |
|-------------------------|------------|--------------------|
| Zero-Vehicle Households | 1,040 | 3.0% |

Source: 2021 American Community Survey (ACS) 5-year Estimates

Age Distribution

Age distribution in the county is important to predict transit use because certain groups, such as older adults and young people, are less likely to have access to a personal vehicle and/or may not be able to drive for physical or legal reasons, making public transit their primary means of getting from place to place.

Table 12 shows the age distribution of the county, showing age cohorts ranging from those younger than five years to those older than 65 years. Overall, Nassau County is aging; more than half of the county population is older than 45 years, and nearly half of that cohort is older than 65 years (22 percent of the total). While some older persons will remain able to drive personal vehicles, an aging population is likely to make increasing use of transit to meet their daily travel needs. Likewise, young people (less than 18 years old) represent about a fifth of the county population. While vehicle ownership is high in Nassau County, the majority of the younger population are not able to drive themselves; they and their households would therefore benefit from transportation access that does not involve driving.

Table 12. Nassau County Age Distribution

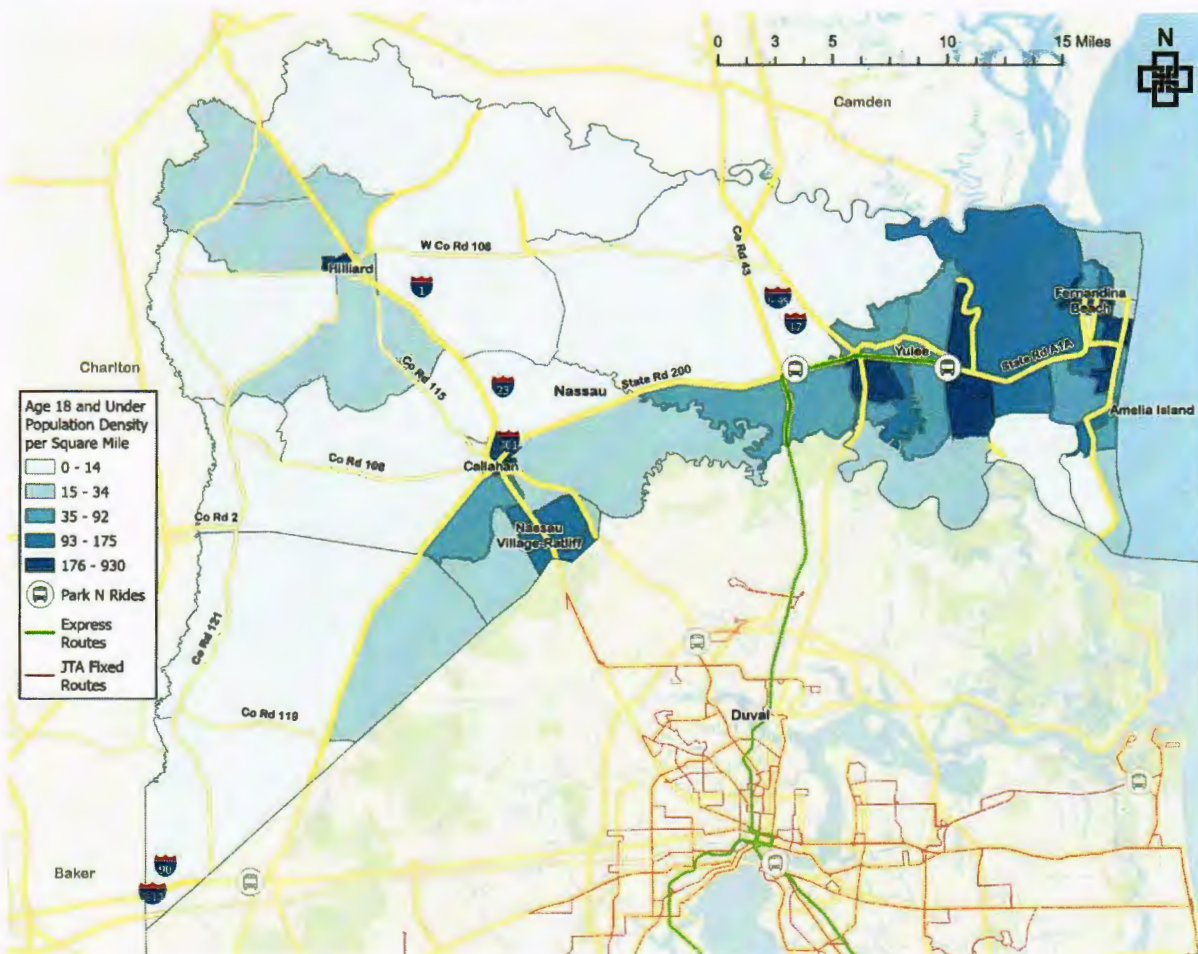
| Age Group | Persons | % Total Population |
|-----------|---------|--------------------|
| <5 | 4,420 | 5.0% |
| 5-9 | 5,190 | 5.9% |
| 10-14 | 4,820 | 5.4% |
| 15-19 | 4,720 | 5.3% |
| <18 | 17,630 | 19.9% |
| 20-24 | 3,920 | 4.4% |
| 25-34 | 9,750 | 11.0% |
| 35-44 | 10,360 | 11.7% |
| 45-54 | 11,770 | 13.3% |
| 55-59 | 7,200 | 8.1% |
| 60-64 | 6,620 | 7.5% |
| 65 + | 19,710 | 22.3% |

Source: 2021 American Community Survey (ACS) 5-year Estimates



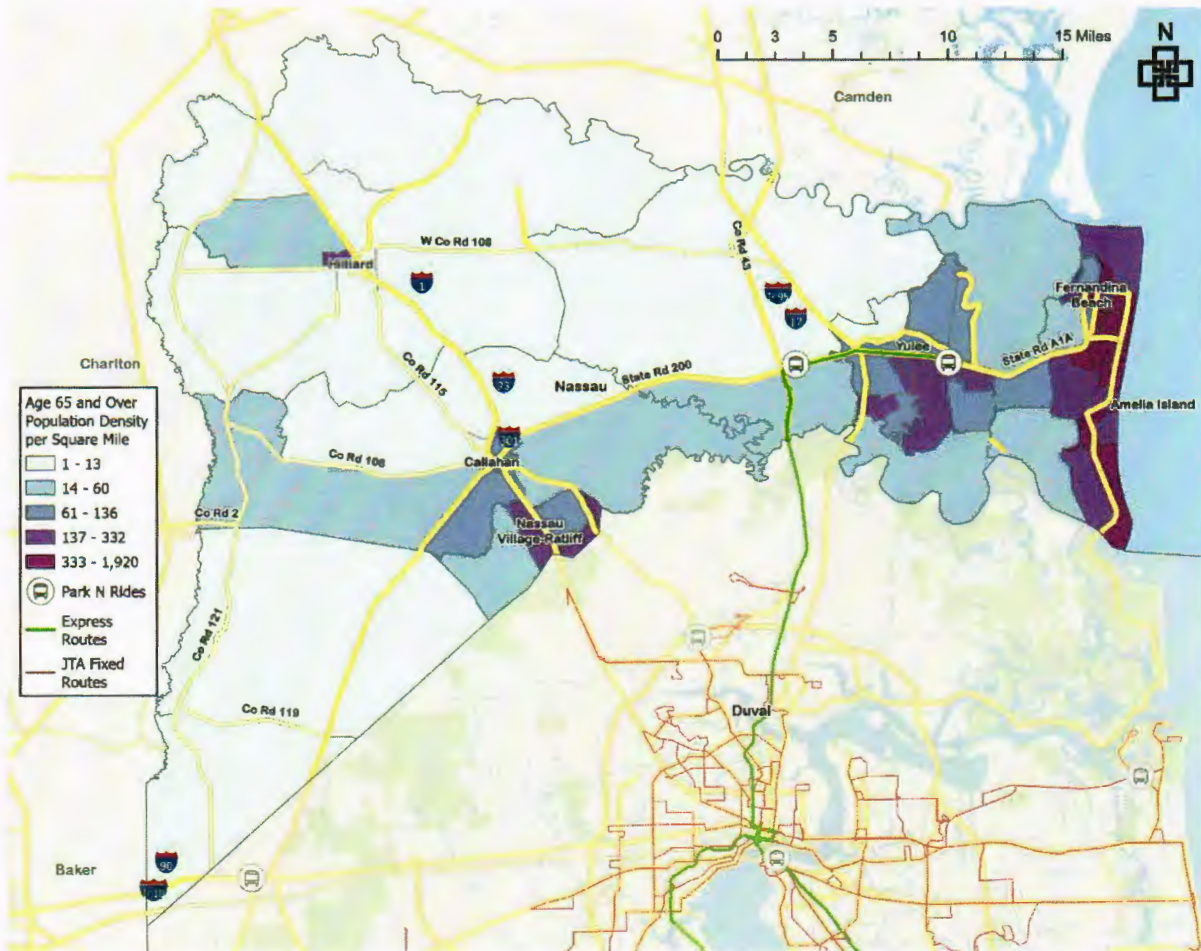
Figure 19 and Figure 20 show the density of populations in the county that are under age 18 and age 65 and over, respectively. Areas of high population density for both over 65 and under 18 can be seen in areas surrounding Fernandina Beach, O'Neil, and the Town of Callahan. Areas northwest of O'Neil and parts of Fernandina Beach are low density for ages 18 and under but high density for populations 65 and over.

Figure 19. Population Density - Under Age 18



Source: 2021 American Community Survey (ACS) 5-year Estimates

Figure 20. Population Density – Age 65 and Over



Source: 2021 American Community Survey (ACS) 5-year Estimates

Minority Populations

Minority populations refer to certain racial and ethnic groups that are not white/Caucasian. The US Census separately differentiates some racial and ethnic categories from each other. Specifically, identifying as Hispanic or Latino is distinguished from racial classifications, even though identifying as Hispanic or Latino may also be considered as identifying as part of a minority population. Table 13 displays the population estimate and percentage of these population groupings in Nassau County. The county has a majority white population, with nearly 86% of the population identifying as white and not Hispanic or Latino.

Table 13. Nassau County Race by Ethnicity

| Population Group | Persons | % Total Population |
|-------------------------------------|---------|--------------------|
| White and Hispanic or Latino | 2,480 | 2.8% |
| Minority and Hispanic or Latino | 1,750 | 2.0% |
| Minority and Not Hispanic or Latino | 8,470 | 9.6% |
| White and Not Hispanic or Latino | 75,790 | 85.7% |
| Total | 88,490 | |

Source: 2021 American Community Survey (ACS) 5-year Estimates

*Numbers are rounded to nearest tenth

Table 14 and Table 15 show the population demographics for both racial minorities and Hispanic and Latino identifying. Figure 21 illustrates distribution of racial and ethnic groups throughout Nassau County. Minority groups make up 11.5 percent of the total county population, and 4.8 percent of the population identifies as Hispanic or Latino.

Table 14. Minority Population by Race

| Population Group | Persons | % Total Population |
|--|---------|--------------------|
| American Indian and Alaska Native | 310 | 0.3% |
| Asian | 850 | 1.0% |
| Black or African American | 4,880 | 5.5% |
| Native Hawaiian and Other Pacific Islander | 10 | 0.0% |
| White | 78,280 | 88.5% |
| Some other race | 1,350 | 1.5% |
| Two or more races | 2,820 | 3.2% |
| Total Non-white | 10,220 | 11.5% |

Source: 2021 American Community Survey (ACS) 5-year Estimates

*Numbers are rounded to nearest tenth

Table 15. Persons Identifying as Hispanic or Latino

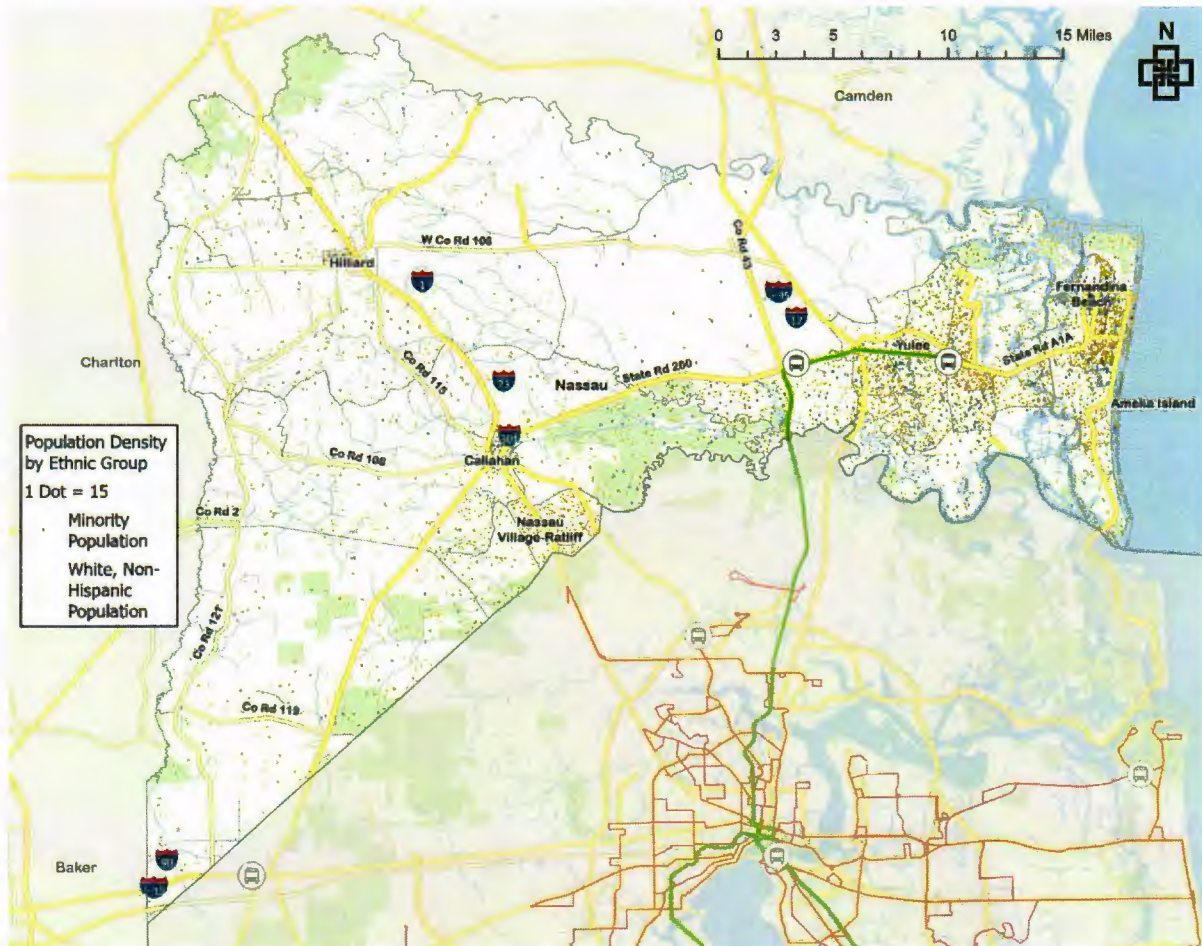
| Population Group | Persons | % Total Population |
|------------------------|---------|--------------------|
| Hispanic or Latino | 4,230 | 4.8% |
| Non-Hispanic or Latino | 84,260 | 95.2% |
| Total | 88,490 | |

Source: 2021 American Community Survey (ACS) 5-year Estimates

*Numbers are rounded to nearest tenth



Figure 21. Population Density by Racial or Ethnic Group



Source: 2021 American Community Survey (ACS) 5-year Estimates

Limited English Proficiency

Limited English Proficiency (LEP) persons refers to those for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. It includes people who reported to the US Census that they speak English less than very well, not well, or not at all. The Federal Transit Administration’s implementation guidance for Title VI of the Civil Rights Act of 1964 requires public transit providers to demonstrate fair access to LEP persons.

Most people in Nassau County do not struggle with communicating in English: just 3.6 percent of the population primarily speak another language at home and speak English less than “very well” (Table 16). The LEP population indicates two important considerations for transit providers. First, LEP residents are unlikely to be able to obtain a driver’s license and therefore will depend on transit or other modes. Second, LEP residents will struggle to interpret schedules and maps written entirely in English. Consequently, transit providers can use this information to ensure their services reach those most reliant on their service and make that service as useful as possible for those populations.

Table 16. Limited English Proficiency

| Population Group | Persons | % Total Population |
|--|---------|--------------------|
| Number of Persons who Speak Another Language at Home and Speak English less than "Very Well" | 3,000 | 3.6% |

Source: 2021 American Community Survey (ACS) 5-year Estimates

Housing Unit Occupancy

Housing occupancy and tenure add additional context for income and other transit propensity factors. Seasonal occupancy may not commend itself to additional year-round service, but high rates of occupied rental housing combined with higher prevalence of low-income populations indicates that the residents in that area are likely to either rely on transit or that their households would benefit greatly from transit services.

Around 85 percent of housing units in the county are occupied (Table 17). About 70 percent of the residences are owner-occupied and 15.4 percent are renter occupied. The remaining houses that are not occupied are either vacant or seasonally occupied.

Table 17. Service Area Housing Units

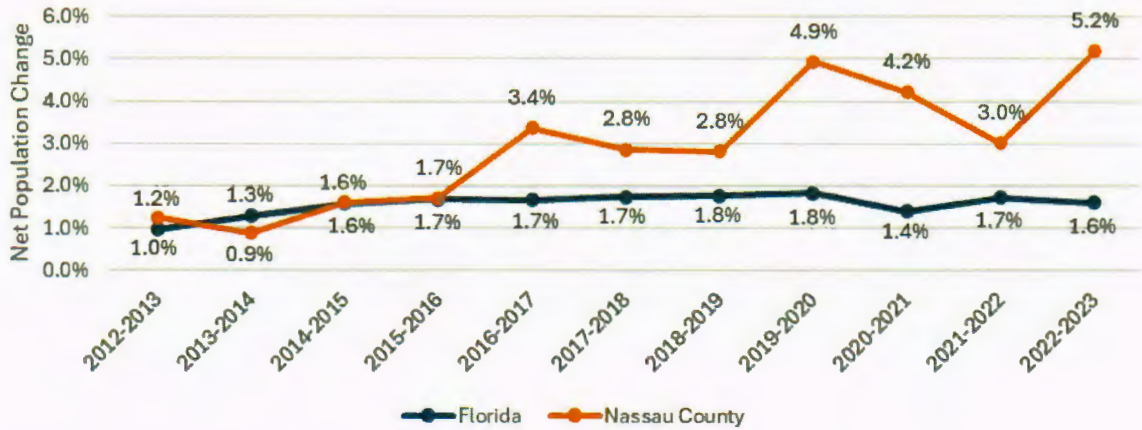
| Housing Unit Type | Number of Housing Units | % Total Units |
|-----------------------|-------------------------|---------------|
| Total Units | 40,790 | |
| Occupied Units | 34,690 | 85.1% |
| Owner-Occupied Units | 28,420 | 69.7% |
| Renter-Occupied Units | 6,270 | 15.4% |

Source: 2021 American Community Survey (ACS) 5-year Estimates

Population Projections

According to the Bureau of Economic and Business Research (BEBR) at the University of Florida, Florida's population increased from 19.1 million to 22.6 million between 2012 and 2013, an increase of 17 percent. Over the same time period, Nassau County's population grew by over 37 percent, increasing from 73,745 to 100,763. Figure 22 shows the annual percent change in population in Florida and Nassau County from 2012 to 2023.

Figure 22. Percent Change in Population (Florida and Nassau County, 2012-2023)

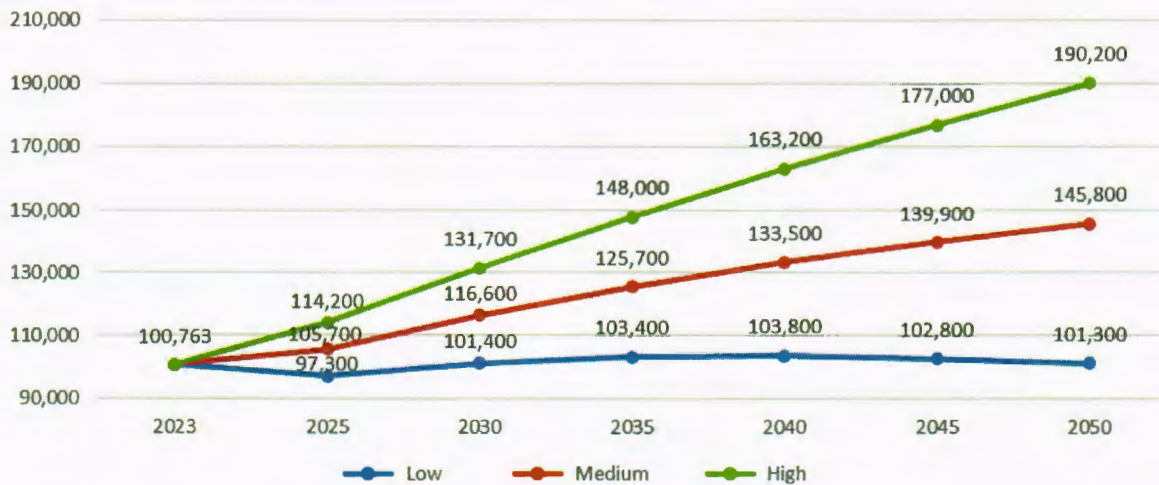


Source: Bureau of Economics and Business Research, Special Population Reports, 2012-2013.

Table 18 and Figure 23 show population projections for Nassau County from 2025 to 2050 under low, medium, and high population growth scenarios. Each scenario is projected in five-year increments. Under the low growth scenario, Nassau County’s population would grow marginally, peaking at 103,800 in 2040 before decreasing to 101,300 by 2050. Net population growth under this scenario would total just 537 individuals, or 0.5 percent.

Both the medium and high projections show significant growth in Nassau County, with each scenario showing population increases each year through 2050. The medium growth scenario shows population increasing to 145,800 by 2050, an increase of 45 percent from 2023. The highest growth scenario projects Nassau County’s 2050 population at 190,200. Under this scenario, Nassau County’s population would increase by nearly 90,000, equaling an 89 percent growth in population.

Figure 23. Nassau County Population Projections, 2025-2050



Source: [Bureau of Economics and Business Research, Projections of Florida Population by County, 2025-2050, with Estimates for 2023 \(2024\)](#)

Table 18. Nassau County Population Projections

| Population Growth Scenario | 2023 | 2025 | 2030 | 2035 | 2040 | 2045 | 2050 | % Change in Population (2023-2045) |
|----------------------------|---------|---------|---------|---------|---------|---------|---------|------------------------------------|
| Low Growth | 100,763 | 97,300 | 101,400 | 103,400 | 103,800 | 102,800 | 101,300 | 0.5% |
| Medium Growth | 100,763 | 105,700 | 116,600 | 125,700 | 133,500 | 139,900 | 145,800 | 45% |
| High Growth | 100,763 | 114,200 | 131,700 | 148,000 | 163,200 | 177,000 | 190,200 | 89% |

Source: [Bureau of Economics and Business Research, Projections of Florida Population by County, 2025-2050, with Estimates for 2023 \(2024\)](#)

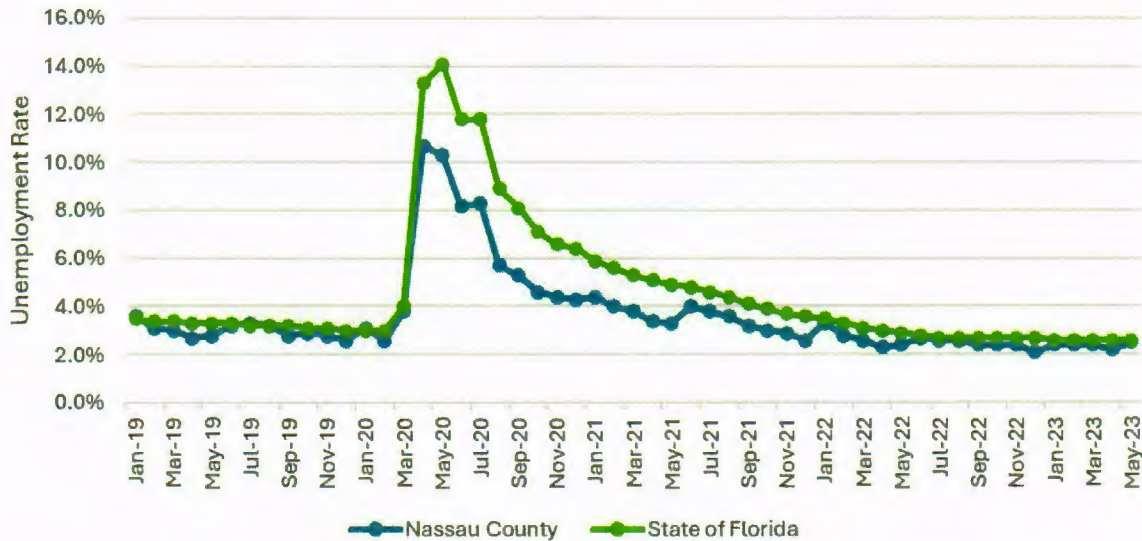
Employment Characteristics

Figure 24 displays the unemployment rate for Nassau County and the State of Florida from 2019 to 2023. During this period, the unemployment rate in Nassau County largely followed the same patterns as the unemployment rate for the State of Florida. Nassau County's unemployment rate ranged between two percent and four percent in 2019 before spiking over 10 percent at the onset of the COVID-19 pandemic in 2020. The unemployment rate in Nassau County gradually decreased in the latter half of 2020 to just over four percent and continued to decrease in 2021 to around 2.6 percent. The unemployment rate consistently remained under three percent in 2022, reaching its lowest point in December 2022 with a rate of 2.1 percent. In the first half of 2023, the unemployment rate in Nassau County increased slightly to 2.5 percent.

Similar to Nassau County, the unemployment rate in the State of Florida hovered between three percent and four percent in 2019 before peaking at 14.1 percent in May 2020 during the COVID-19 pandemic. The State of Florida's unemployment rate gradually decreased in the second half of 2020, a trend which continued through 2021, 2022, and 2023. Though the trends in unemployment are similar for both Nassau County and the State of Florida, Nassau County's unemployment rate has typically been lower than the rest of the state during this time.



Figure 24. Unemployment Rate in Nassau County Service Area, 2019-2023



Source: U.S. Bureau of Labor Statistics, retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org>

Table 19 compares unemployment and labor force statistics between Nassau County and the State of Florida in the month of March from 2020 through 2023. Nassau County’s number of unemployed persons was higher in March 2020 and 2021 during the COVID-19 pandemic than in 2022 and 2023. The unemployment rate was the same during March 2020 and 2021 but decreased by 1.2 percent in March 2022 and by another 0.2 percent in March 2023. For the selected months and year, Nassau County’s unemployment rate was slightly lower than the State of Florida. The difference in unemployment rates was greatest in March 2021, when Nassau County’s unemployment rate was 1.3 percent lower than the rest of the state.

Table 19. Unemployment and Labor Force Participation

| Area | Metric | March 2020 | March 2021 | March 2022 | March 2023 |
|------------------|--|------------|------------|------------|------------|
| Nassau County | Unemployed Persons | 1,586 | 1,599 | 1,142 | 1,121 |
| | Civilian Labor Force (Employed and Unemployed Persons) | 41,544 | 42,116 | 44,022 | 46,188 |
| | Unemployment Rate | 3.8% | 3.8% | 2.6% | 2.4% |
| State of Florida | Unemployed Persons | 406,609 | 544,744 | 331,866 | 283,229 |
| | Civilian Labor Force (Employed and Unemployed Persons) | 10,185,817 | 10,212,331 | 10,672,069 | 10,921,678 |
| | Unemployment Rate | 4.0% | 5.3% | 3.1% | 2.6% |

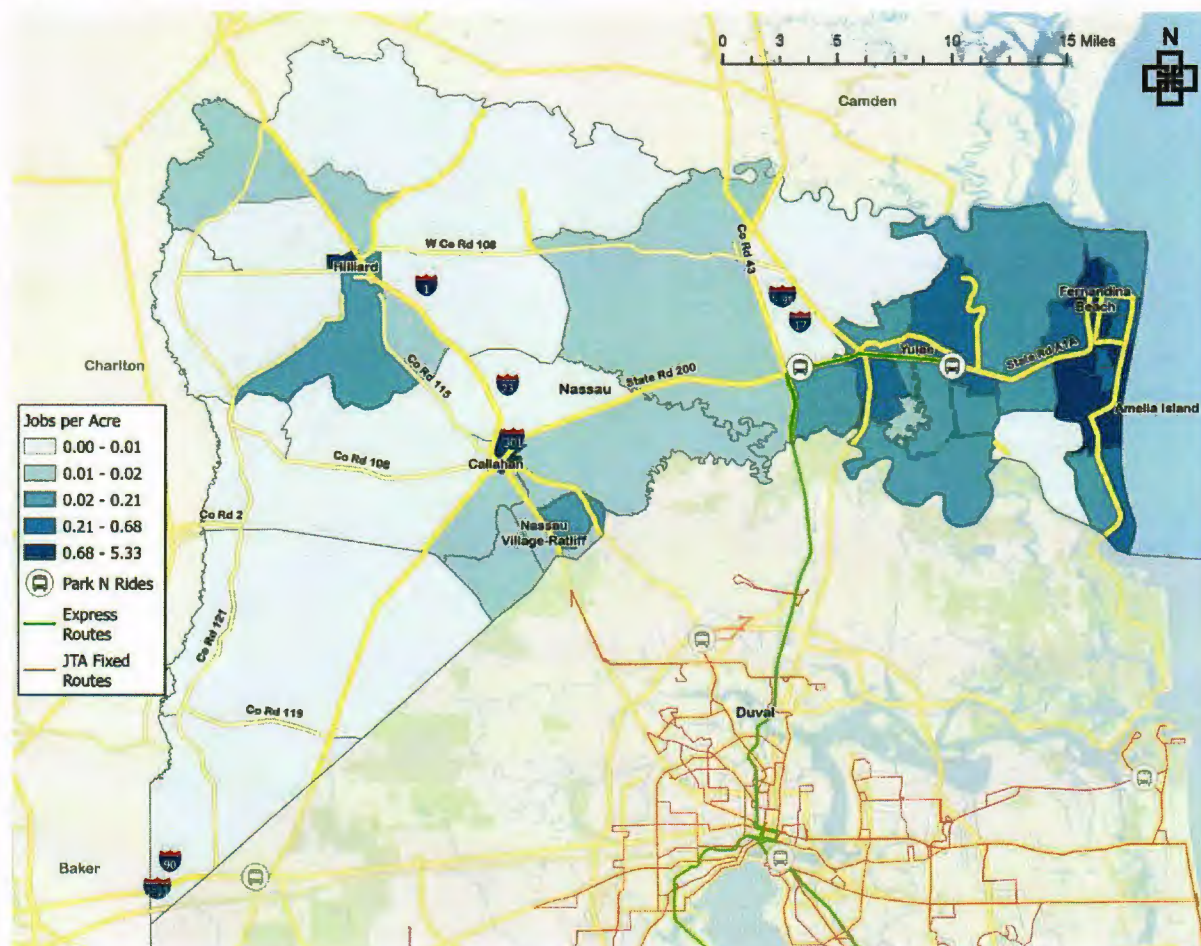
Source: U.S. Bureau of Labor Statistics, retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/>



Employment Density

Figure 25 visualizes the density of jobs per acre in Nassau County. The vast majority of Nassau County has a low level of employment density. Jobs are concentrated in a few small sections, mainly in the eastern side of the county. The highest concentrations of employment density are in the Fernandina Beach/Amelia Island area. This part of Nassau County is a major tourist destination, which plays a prominent role in its mixture of job types. There are also numerous employment centers, including local government institutions, educational centers, and a hospital. A Walmart is located between Fernandina Beach and Amelia Island. Amelia Island also has several recreation centers and senior centers. The Omni Amelia Island Resort and Ritz Carlton are also major employment centers for the eastern side of Nassau County. Fernandina Beach and Amelia Island are surrounded by areas of moderate and low moderate employment density. The incorporated towns of Callahan and Hilliard have moderate levels of employment density but remain higher than most of Nassau County. The areas around Chester, O'Neil, and Yulee Heights are characterized by low moderate employment density.

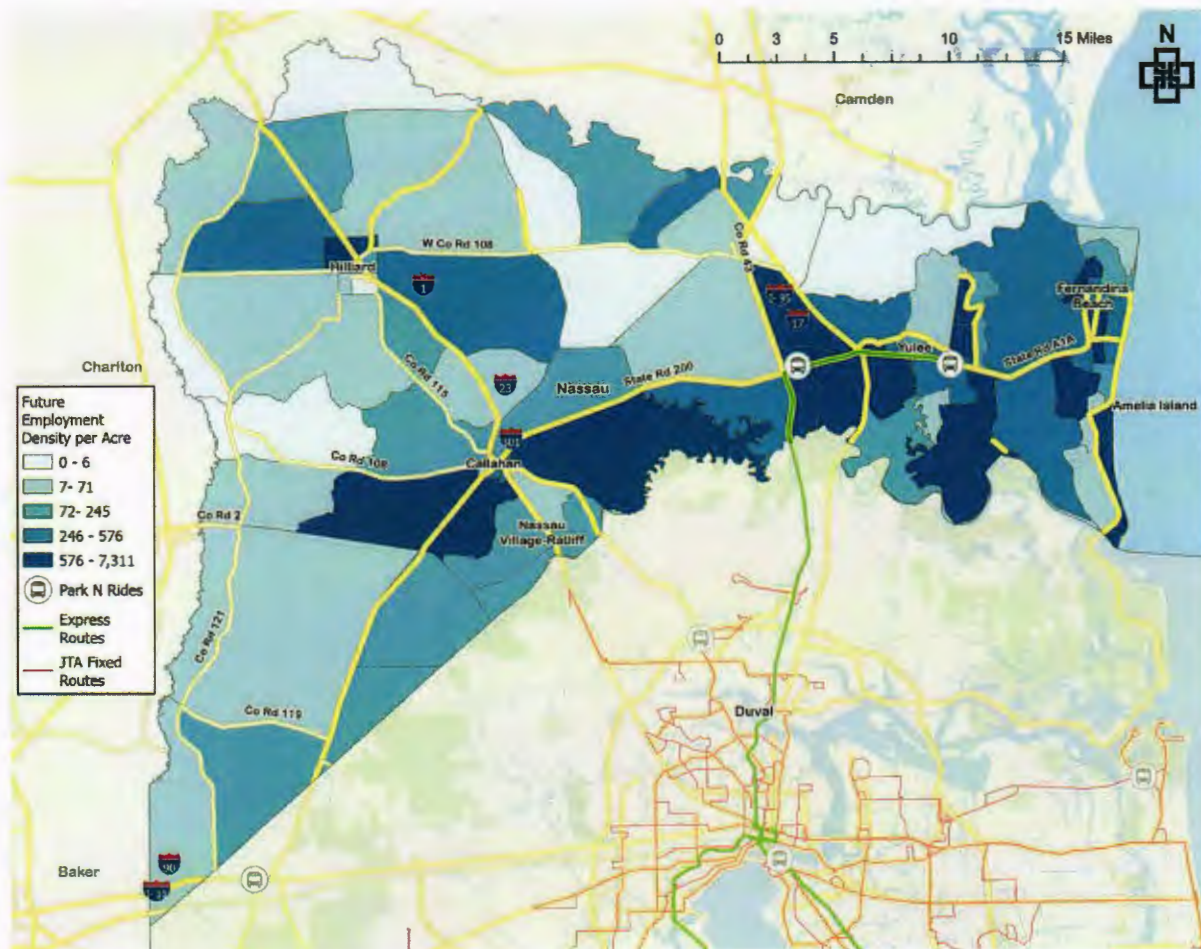
Figure 25. Job Density



Source: 2020 American Community Survey (ACS) 5-year Estimates

Figure 26 depicts projected employment density for Nassau County in 2045. Employment growth is projected in several areas that currently have lower levels of employment. Growth is projected in the areas around Callahan, Crawford, and Hilliard in western Nassau County. In central Nassau County, employment is expected to increase in the area between Callahan and Hero along State Route 200. The Yulee area is projected to remain an important area of employment with some of the highest levels of projected employment in the county. In the eastern part of Nassau County, the Amelia Island and Fernandina Beach areas are projected to maintain their higher levels of employment. The Hilliard area is also projected to have a high employment density and be surrounded by moderately dense areas of employment.

Figure 26. Job Density (2045)



Source: Northeast Regional Planning Model (NERPM)



Major Employers

Large employment centers are indicative of potential for transit ridership for work commutes. Most of Nassau County's large employers are in the county's eastern side, with some employers operating from multiple locations in various parts of the county. The Nassau County website provides information about the county's largest employers. The biggest industries listed include agriculture, health care, hospitality, manufacturing, and the public sector.

Figures for Nassau County's largest employers were updated in January 2022. Table 20 displays Nassau County's largest employers and the number of employees in each organization.

Table 20. Major Employers in Nassau County

| Company/Organization | Number of Employees |
|--|---------------------|
| Nassau County School District | 1,632 |
| Nassau County Government | 815 |
| The Omni Amelia Island Plantation | 800 |
| WestRock | 564 |
| The Ritz-Carlton, Amelia Island | 552 |
| Baptist Medical Center Nassau | 421 |
| Rayonier Advanced Materials (RYAM) | 323 |
| Federal Aviation Administration | 268 |
| Rayonier | 164 |
| Osprey Village Independent Living Retirement Community and Memory Care | 93 |

Source: Nassauflorida.com

Commute Patterns (Mode, Length, Vehicle Availability, and Time of Day)

Along with the locations of major employers, it is important to consider the timing and mode of commute trips for employees. The time and mode of trips can provide information to make decisions about transportation policies and services. Table 21 summarizes commute statistics for Nassau County. The table breaks down details regarding commutes by the three different transit modes in the service area.

In Nassau County, commutes by public transportation often take 60 or more minutes. When comparing this to other modes, driving alone has the highest percentage of trips under 10 minutes and carpooling has the largest percentage of trips taking 10-14 minutes.

All three modes of transportation have 27 percent of commuters arriving at 9:00 AM or later. While carpool and public transportation show identical percentages for arrival times across the chart, driving alone has differentiation in arrival times with there being percentages over 20 percent for 7:00, 8:00, and 9:00 AM.

Vehicle availability plays a role in commuting decisions. In Nassau County 90 percent of transit commuters have one vehicle available. The majority of commuters have access to at least one car, if not two or three. For those driving alone, two percent do not have a vehicle available and, for carpooling, around three percent do not have a vehicle available.

Table 21. Commute Statistics

| Travel Time to Work | Drive Alone | Carpool | Public Transportation |
|------------------------------|-------------|---------|-----------------------|
| Less than 10 minutes | 15.7% | 13.9% | 0.0% |
| 10 to 14 minutes | 14.1% | 15.1% | 0.0% |
| 15 to 19 minutes | 11.4% | 11.0% | 0.0% |
| 20 to 24 minutes | 14.3% | 12.3% | 0.0% |
| 25 to 29 minutes | 6.6% | 6.3% | 0.0% |
| 30 to 34 minutes | 14.7% | 13.5% | 0.0% |
| 35 to 44 minutes | 6.3% | 2.0% | 0.0% |
| 45 to 59 minutes | 12.0% | 13.6% | 0.0% |
| 60 or more minutes | 5.0% | 12.3% | 100.0% |
| Vehicles Available | | | |
| No vehicle available | 1.8% | 3.2% | 0.0% |
| 1 vehicle available | 15.4% | 14.3% | 90.3% |
| 2 vehicles available | 40.0% | 48.8% | 0.0% |
| 3 or more vehicles available | 42.7% | 33.7% | 9.7% |
| Arrival Time to Work | | | |
| 12:00 a.m. to 4:59 a.m. | 2.7% | 2.7% | 2.7% |
| 5:00 a.m. to 5:59 a.m. | 7.8% | 7.8% | 7.8% |
| 6:00 a.m. to 6:59 a.m. | 14.5% | 14.5% | 14.5% |
| 7:00 a.m. to 7:59 a.m. | 27.7% | 27.7% | 27.7% |
| 8:00 a.m. to 8:59 a.m. | 20.5% | 20.5% | 20.5% |
| 9:00 a.m. or later | 26.8% | 26.8% | 26.8% |

Source: 2021 American Community Survey (ACS) 5-year Estimates

Trip Flow Analysis

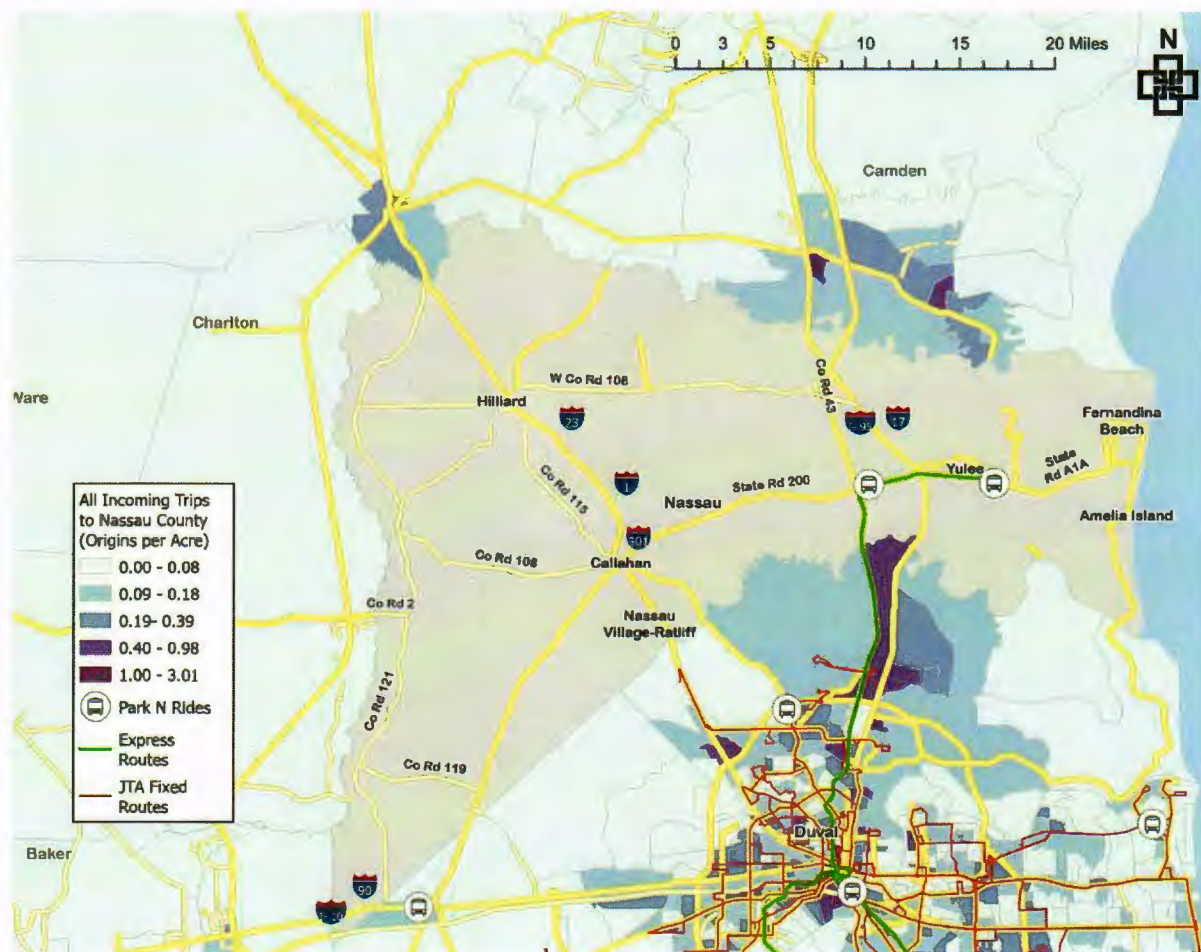
The data platform Replica was used to obtain 2019 travel flow data. Replica’s mobility model builds synthetic travel simulations based on actual travel data from public and private sources. Figure 27 through Figure 29 show the density of trips for all travel modes (transit, car, and others) entering Nassau County, leaving Nassau County, and occurring fully within Nassau County, respectively.

Most incoming trips originate in Duval County and the Jacksonville area (Figure 27). However, Kingsland, St. Mary’s, and the nearby Kings Bay Naval Station in Camden County also contribute a substantial number of incoming travel. The Folkston area in the northwestern corner of the county



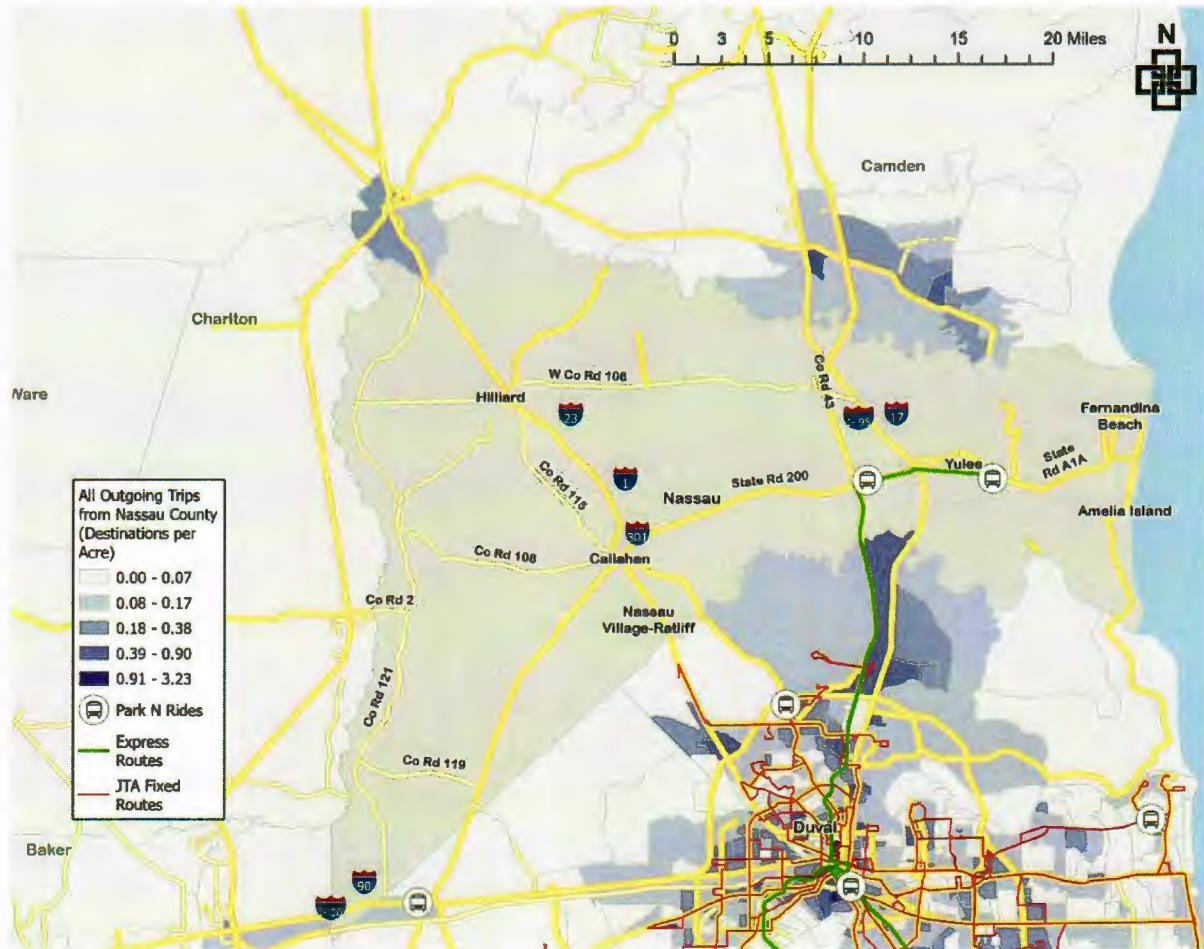
is also notable. The geographic distribution of outgoing trip destinations is a near mirror image of incoming trip origins (Figure 28). This suggests that most trips in the region may be routine and support the existing transit linkages to Jacksonville. Other areas with higher trip densities not currently served by transit may benefit from increased transit access using similar services to what NassauTRANSIT already provides.

Figure 27. All Incoming Trips to Nassau County



Source: 2019 Data was gathered using <https://www.replicahq.com/>

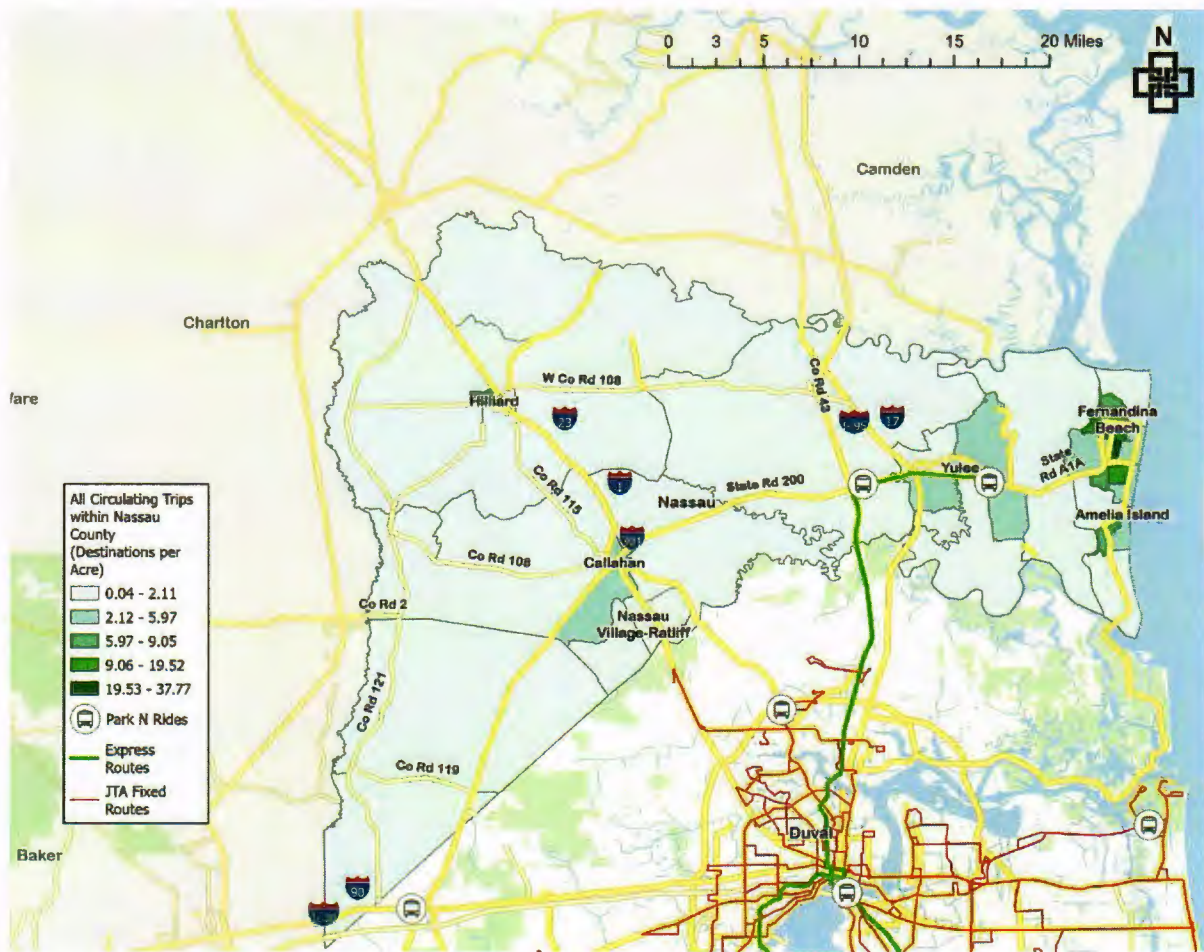
Figure 28. All Outgoing Trips from Nassau County



Source: 2019 Data was gathered using <https://www.replicahq.com/>

Figure 29 shows the destination density of trips that both originate and terminate in Nassau County. These circulating trips show a different kind of rider than a long-distance commuter and may indicate non-work trip purposes such as medical appointments, grocery shopping, school, and recreation. These trips could be served by the existing NassauTRANSIT service or could be served by more frequent trips during peak periods. The destination densities nearly match the distribution of high all-day transit service propensity shown earlier in Figure 18, suggesting that more detailed service planning may be warranted to determine if different services, such as on-demand service with less advanced notice or even deviated fixed-route service, would benefit residents.

Figure 29. Density of Trips Within Nassau County



Source: 2019 Data was gathered using <https://www.replicahq.com/>

Major Activity Areas

The Fernandina Beach/Amelia Island area is an important center of activity within Nassau County. This part of the county has numerous multi-family housing complexes, condominiums, and senior centers, making it a place of activity for residents. The Omni Resort and Ritz Carlton are important tourist attractions as well. Proximity to the beach also attracts people to this part of Nassau County.

Located just west of Fernandina Beach along SR200/A1A, the Yulee area is home to many destinations of interest to residents and travelers, as shown in Figure 30. These include several community and recreation centers, schools, grocery stores and large retail shopping centers anchored by home improvement/department stores including Lowe’s, Home Depot, Target, and Walmart. This area is also home to the James S. Page Governmental Complex which houses several County offices including County Administration, Supervisor of Elections, Property Appraiser, Technical Services and development-related departments.

The Wildlight development, a 24,000-acre mixed-use master planned community, is located east of the I-95/SR200 interchange. It includes development rights totaling 24,000 residential units and 11 million square feet of non-residential uses that will be developed in phases over several decades. Florida State College and the Robert M. Foster Justice Center are located just south of the Wildlight area.

Figure 30. Fernandina Beach-Yulee Area Destinations

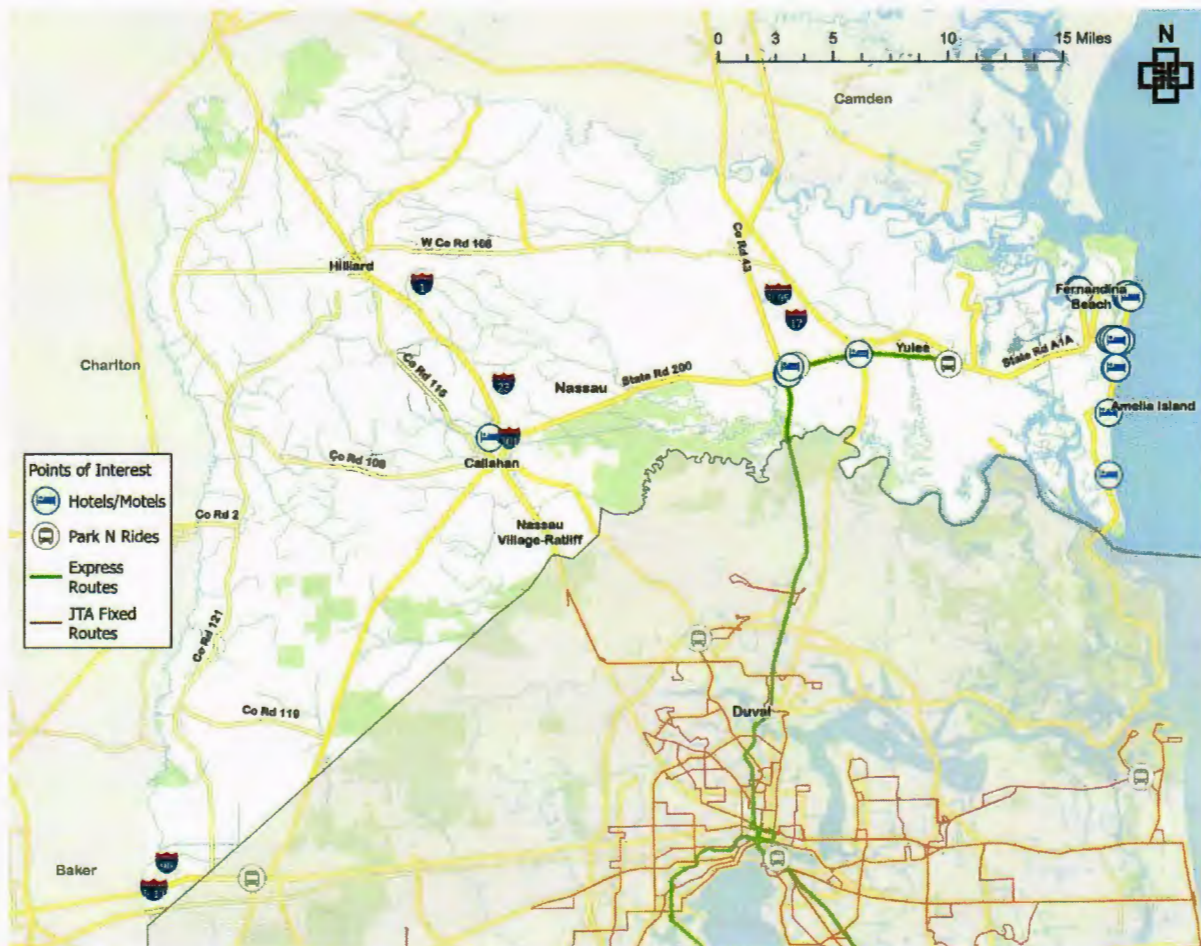


Within the Callahan area there is one high school, one grocery store, the town hall, and a public library. Hilliard has similar destinations, including its city hall, community centers, grocery store, a middle-high school, a library, and a recreation center.

Recreation and tourism are important industries for Nassau County's economy. The county is home to several significant natural areas, including Amelia Island State Park, Fort Clinch State Park, the Four Creeks Wildlife Management Area, and the Ralph E. Simmons Memorial Forest. RV parks and campgrounds are also present throughout the county, including near these natural areas.

As a popular tourist destination, there are over 20 hotels and motels throughout Nassau County. Hotels and motels are mainly concentrated in the eastern side of the county with proximity to the ocean. There are several hotels and motels near Yulee and Hero, and further west near Callahan.

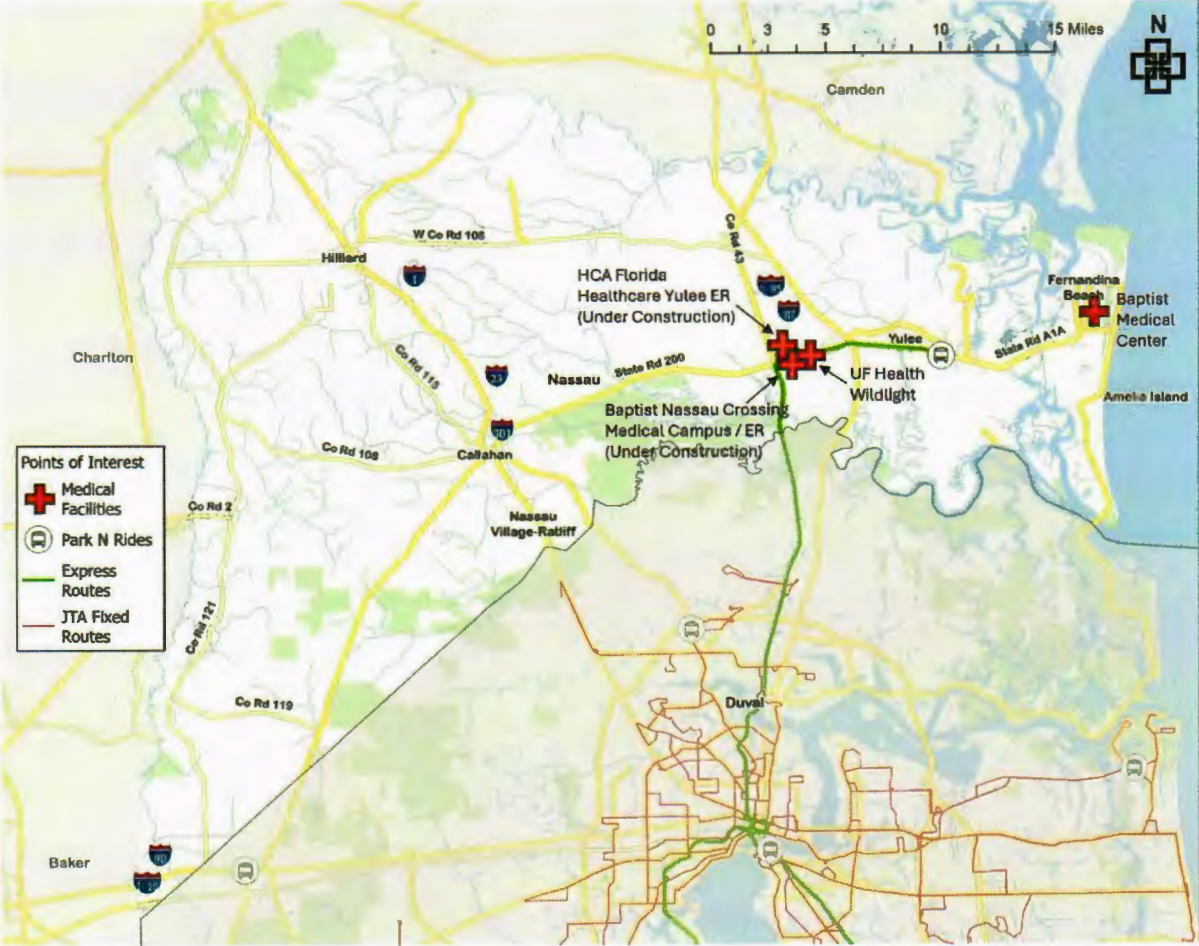
Figure 31. Hotel/Motel Room Density



Source: Google Maps

Figure 32 shows large medical facilities in Nassau County. There are two major medical facilities within the county, Baptist Medical Center located in Fernandina Beach and the University of Florida (UF) Health Wildlight Ambulatory Care Center near I-95 and SR 200. Additional emergency medical facilities are under construction at I-95 and SR 200 (HCA Florida Healthcare Yulee ER) and SR 200 and Harper Chapel Road (Baptist Nassau Crossing Medical Campus/ER).

Figure 32. Medical Facilities

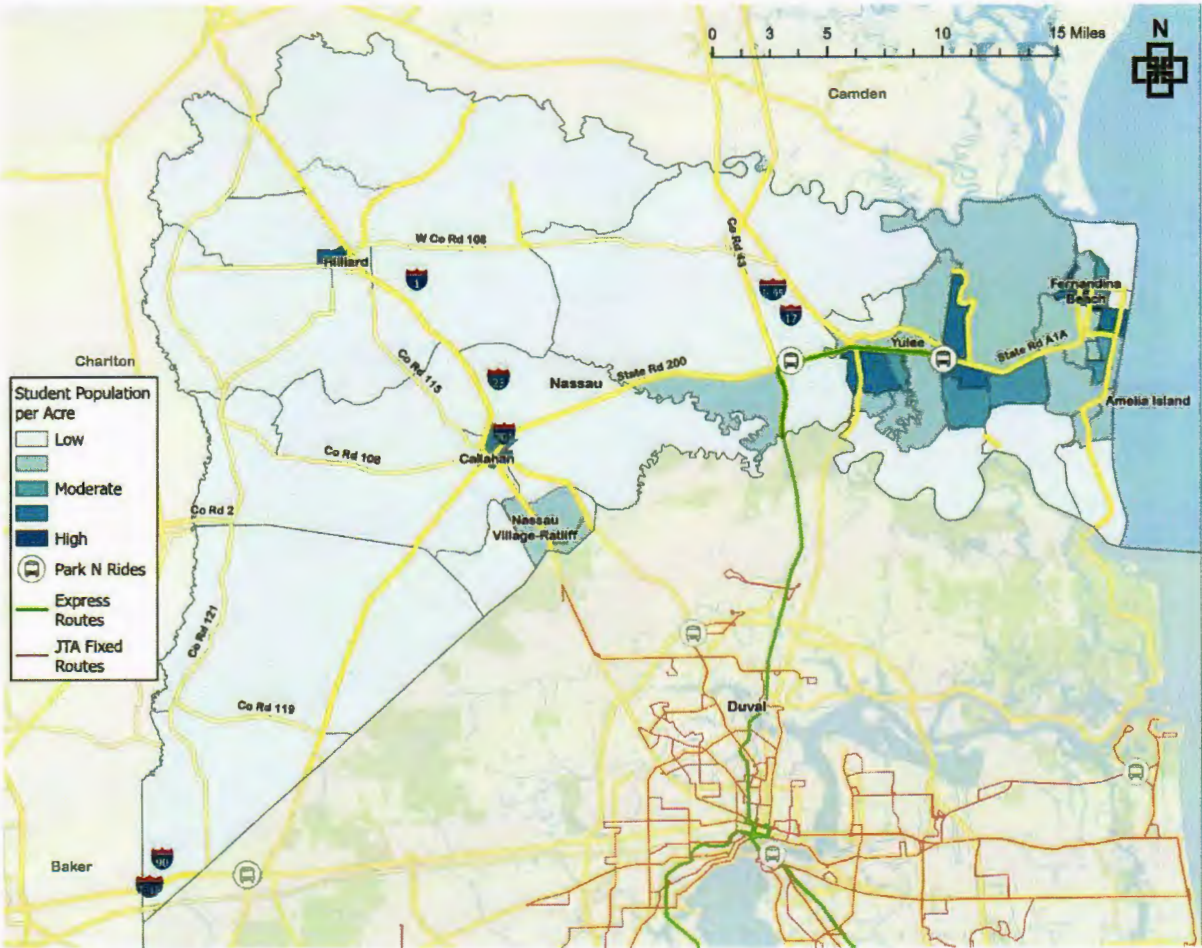


Source: Google Maps / Nassau County / JTA



Figure 33 shows the density of Nassau County's student population (ages five to 17). The majority of Nassau County has a low student population per acre. Educational facilities are located in or on the periphery of areas with low-moderate to high student density. Most of eastern Nassau County has a low-moderate density of student population. However, there are some select areas ranging from moderate to high student population density. Fernandina Beach has several areas of high and moderate-high student density, as well as adjacent areas of moderate student density. The O'Neil and Hedges areas have moderate-high and moderate areas of student density. In central Nassau County, the Ratliff and Hero/Italia areas have a moderate-low level of student density. Callahan has a moderate density of students. Further west, Hilliard has a moderate-high level of student density.

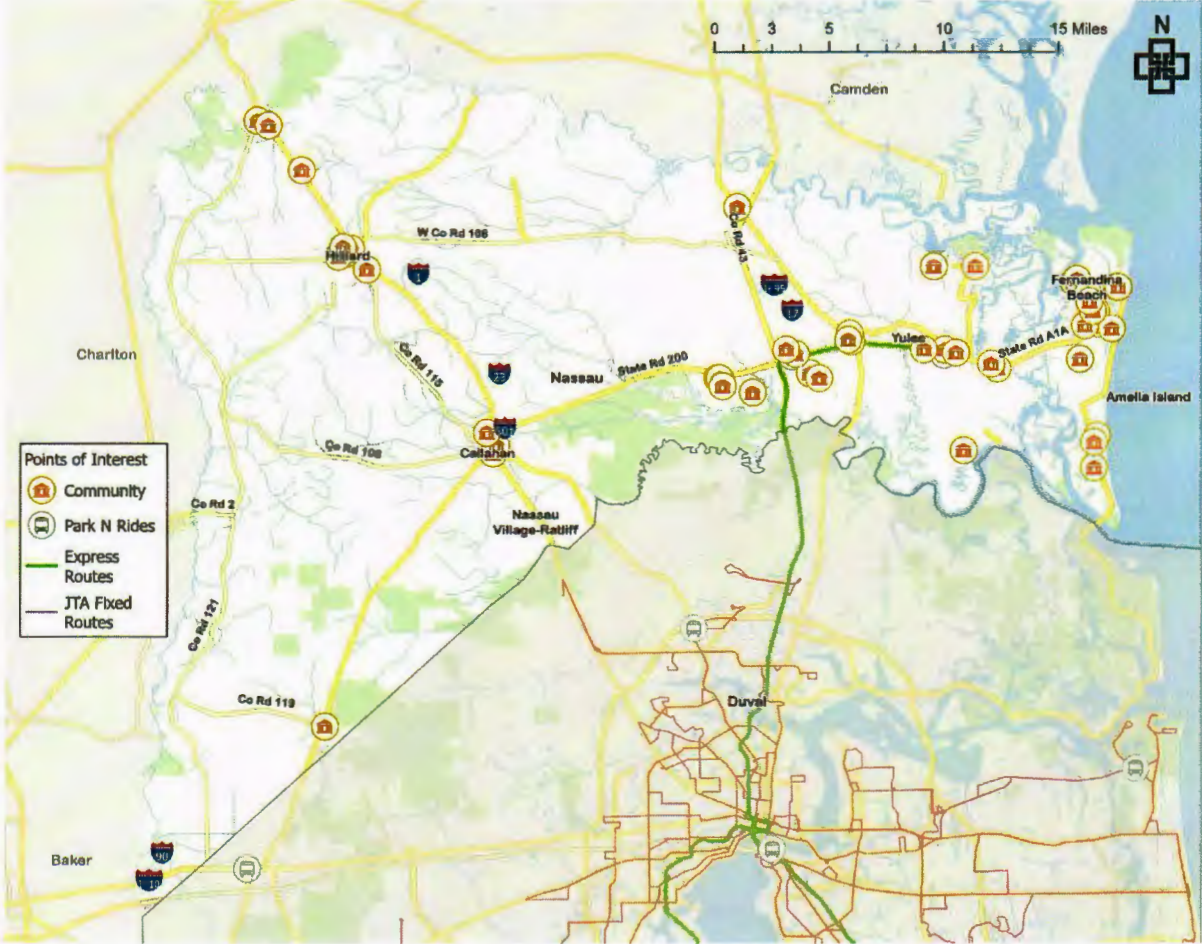
Figure 33. Student Density



Source: 2021 American Community Survey (ACS) 5-year Estimates

Figure 34 shows community centers located throughout Nassau County. Community centers are important activity destinations that include government administration facilities, town halls, recreational facilities, and sports complexes. Community centers are clustered near the Fernandina Beach/Amelia Island part of the county where there is greater job and population density. These facilities are also located along major arterial roads and highways like SR 200/A1A, US Highway 1, and I-95 throughout the less dense parts of the county.

Figure 34. Community Centers



Source: Google Maps

Transportation, Transit, and Land Use Plans and Policies

Understanding regional and local transportation, transit, and land use planning documents, development ordinances, and policy papers is important for maintaining consistency between the Nassau County Transit Study and regional goals. Table 22 details the plans, policies, and codes included as part of this review. The table displays the date of each plan's most recent update, its geographic applicability, who is responsible for the plan, an overview of the plan, recommendations, objectives, strategies, and key takeaways affecting transit in the region.

Plans included in the table vary from planning studies, such as the Nassau County Capital Improvement Plan (2022), to growth management plans for the SR-200/A1A corridor, to regional plans like the North Florida Transportation Planning Organization 2045 Long Range Transportation Plan (2020). This review highlighted that the goals of the Nassau County Transit Study are consistent with similar planning documents. Nassau County is emphasizing sustainable growth and land use, bicycle and pedestrian travel, and access to public transit, as illustrated in their comprehensive plans and transit planning documents. The table also describes the relationships between the Nassau County Transit Study and regional and local transportation, transit, and land use planning documents, development ordinances, and policy papers.

Table 22. Recent Plans and Policies

| Plan Title (Year Completed) | Geographic Applicability | Responsible Agency | Plan / Program Overview | Recommendations / Objectives / Strategies |
|--|---|--------------------|---|--|
| Nassau County Capital Improvement Plan (2022) | Nassau County | Nassau County | Nassau County's Capital Improvement Plan (CIP) describes capital improvements to the transportation system. Projects described in the plan are in various stages, with some having already been completed, some being in progress, and some listed as candidate projects for the future. The Plan focuses on fiscal years 2022/2023 through 2026/2027. | The Plan recommends transportation mobility projects to improve roadways, including bicycle and pedestrian safety projects, roadway extensions, roundabout construction, roadway widening and resurfacing, construction of new roadways, creation of multi-use trails, landscaping, paving of dirt roads, and intersection improvements. |
| | | | <p>Key Considerations/Implications for Transit: From 2020 to 2021, Nassau County's population grew by 4.21 percent, which ranked fourth fastest among Florida's counties. Nassau County anticipates that its population will grow to 137,200 by 2035. Expected population growth will lead 12 major roads to exceed their level of service (LOS) by 2040.</p> | |
| North Florida TPO 2045 LRTP (2020) | Clay County, Duval County, Nassau County, St. John's County | North Florida TPO | Long-range plan outlining regional goals for North Florida. | The Plan lists several broader goals and specific objectives to complete in order to achieve the desired future state of the transportation system. Goals described in the plan are intended to promote the following: economic competitiveness, livability and sustainability, safe and secure travel, mobility and accessibility, equity in decision making, transportation system preservation, resilient multimodal infrastructure, tourism transport management, and preparedness for emerging transportation technologies. |
| | | | <p>Key Considerations/Implications for Transit: The Plan describes goals to improve travel by other modes to promote efficiency of the transportation system. Increasing transit access is a goal to enhance accessibility to employment opportunities. Public comments expressed a desire for expanded public transit. The region wants to embrace emerging technologies and services like autonomous vehicles, microtransit, and ridesharing.</p> | |
| Nassau County 2030 Comprehensive Plan Future Land Use Element (2022) | Nassau County | Nassau County | Comprehensive plan outlining Nassau County's current and future land use from 2022 through 2030. | The Plan describes the types of development that will be allowed in the county. New developments permitted will align with the environmental conditions, availability of infrastructure, and compatibility of existing nearby land uses. |
| | | | <p>Key Considerations/Implications for Transit: The Plan describes Nassau County's desire to promote sustainable development patterns that avoid sprawl.</p> | |



| Plan Title (Year Completed) | Geographic Applicability | Responsible Agency | Plan / Program Overview | Recommendations / Objectives / Strategies |
|---|---|--------------------|--|---|
| | | | Transit-oriented development (TOD) areas are situated along US 17 and the existing rail corridor. TOD developments are designed to promote mixed land uses, density, and bicycle and pedestrian travel. Conservation of environmental resources and ecology, and preservation of land for the future are mentioned. | |
| North Florida TPO Transportation Improvement Program (2023) | Clay County, Duval County, Nassau County, St. John's County | North Florida TPO | Transportation improvement program detailing North Florida transit agencies' projects from FY 2023/24 through FY 2027/28. | The objective of the Plan is to outline sources of funding and their funding allocations from FY 2023/24 to FY 2027/28. |
| | | | Key Considerations/Implications for Transit: Funding for Nassau County transportation improvement projects from FY 2023/24 through FY 2027/28 totals over \$117 million from federal, local, and state sources. | |
| FDOT Transit Asset Management Plan (2022) | State of Florida | FDOT | Transit asset management plan detailing the state of each Florida transportation agency's vehicles. | The Plan's objective is to detail each agency's transit assets and the total cost to replace each asset. The Plan is intended to be used as a decision support tool for updating transit assets. |
| | | | Key Considerations/Implications for Transit: Nassau County Council on Aging/NassauTRANSIT are classified as Tier II transit agencies that are a subrecipient of 5311 funds. | |
| Mobility Fee Ordinance (2014) | Nassau County | Nassau County | Nassau County ordinance that imposes fees on new developments in relation to their projected impact on the transportation system. | The objective of the Ordinance is to promote more sustainable land use patterns and generate an additional source of funding for the transportation system. The Ordinance is intended to create jobs and reduce urban sprawl. |
| | | | Key Considerations/Implications for Transit: New developments will provide generate an additional source of transportation funding for Nassau County through payment of the Mobility Fee. Nassau County is divided into different Mobility Zones based on their land use type, which will be used to create different Mobility Fee schedules. | |
| SR200/A1A Corridor Master Plan (2021) | Nassau County | Nassau County | Plan for a new major development along State Route 200 intended to attract new residents and businesses. | The Plan acknowledges that previous land use patterns are unsustainable and specifies actions that Nassau County can take to develop land more efficiently. The Plan recommends strategies such as transitioning to more compact, mixed-use development patterns along SR200/A1A. |
| | | | Key Considerations/Implications for Transit: SR200/A1A is one of the only east-west roads used for most local trips in Nassau County. Creating alternative paths for pedestrians and cyclists could redistribute trips across the transportation system, thereby reducing congestion. | |



| Plan Title (Year Completed) | Geographic Applicability | Responsible Agency | Plan / Program Overview | Recommendations / Objectives / Strategies |
|--|--------------------------|---|---|---|
| | | | | <p>The Plan recommends a transect approach to zoning along the SR200/A1A corridor, meaning that some areas of the corridor will remain more rural and auto-oriented as more dense developments are built.</p> <p>Population increases in Nassau County have been driven by people in retirement or close to retirement. This cohort may require alternative modes for travel other than single-occupancy vehicles.</p> |
| 2022-2027 Nassau County Transportation Disadvantaged Service Plan (2022) | Nassau County | Nassau County Transportation Disadvantaged Coordinating Board | Plan describing Nassau County's efforts to ensure quality transportation for its transportation disadvantaged population. | <p>The goals of the Plan are to improve coordination of transportation disadvantaged services, focus on consumer choice and efficiency, use non-sponsored grant monies efficiently, utilize the Local Coordinating Board's knowledge and expertise, focus on customer satisfaction, maintain and operate a safe and adequate fleet, and support regional transit.</p> |
| | | | <p>Key Considerations/Implications for Transit:</p> <p>A 2019 forecast estimates that 32,188 people in Nassau County are transit disadvantaged, which is 37.1% of the total population. Of the transit disadvantaged population, 4,792 people are classified as having critical need, with 3,871 persons with disabilities and 921 low-income individuals who lack access to transit or a vehicle.</p> | |
| Nassau County Transit Study (2015) | Nassau County | North Florida TPO | The Study analyzes Nassau County's demographic characteristics, employment centers, popular travel destinations, and travel patterns. | <p>The Study includes several recommendations to improve public transit in the county. The Study proposes connecting service with more stops between the east and west sides of the county, and the east side of the county and Jacksonville. Creating a direct connection between the west side of the county and the First Coast Flyer (BRT) would provide greater access to the more rural parts of the county. The Study also recommends adding two new routes to Amelia Island and Fernandina Beach, and seasonal weekend service to and from the beach.</p> |
| | | | <p>Key Considerations/Implications for Transit:</p> <p>Residents and community stakeholders are supportive of public transportation, viewing it as an important service that can alleviate congestion and reduce impacts to the environment.</p> <p>The east and west sides of the county are different from each other. The east side of the county is denser, with a higher population and more employment centers, making it more supportive of transit. The west side of the county is more rural and has a smaller population with fewer and more dispersed job centers, which makes it more challenging to provide transit service.</p> <p>The majority of the county's population is located in Yulee and Fernandina Beach. The Plan identifies these areas as having the greatest potential for transit ridership. Transit need in the county is typically clustered along I-95.</p> | |



| Plan Title (Year Completed) | Geographic Applicability | Responsible Agency | Plan / Program Overview | Recommendations / Objectives / Strategies |
|---|--------------------------|--------------------|--|---|
| | | | | <p>The county's population is aging, which demonstrates a need for increased transit access since older people rely more on transit to get around.</p> <p>Access to transit is important for shift workers.</p> <p>About 90 percent of the county's workforce drives to work, with only 10 percent of these drivers carpooling.</p> <p>Public transit can help eliminate the need for parking, which is an issue in communities near the beach.</p> |
| 14th Street Bicycle and Pedestrian Safety Study (2021) | Nassau County | North Florida TPO | The Study evaluates Nassau County's 14 th Street corridor for pedestrian and cyclist improvements and safety. | <p>The Study recommends numerous roadway improvements, including clearer bicycle lane signs and markings, and flexible retroreflective backplates for improved visibility. Several roadway updates are proposed, such as the addition of a traffic signal and left-turn at Simmons Road, the removal of a right-turn lane at Lime Street, and a roadway reconfiguration that adjusts lanes. Eliminating sidewalk gaps, emphasizing crosswalks, and creating a shared-use path from the east-side of 14th Street to the public boat ramp on Amelia Island Parkway are each recommended as well.</p> |
| | | | | <p>Key Considerations/Implications for Transit:</p> <p>Emphasis on roadway safety measures may help to reduce the number of crashes.</p> <p>Additional sidewalks, signals, and enhanced crosswalks can enhance safety for nonmotorized road users and transit riders.</p> |
| Amelia Island Bicycle and Pedestrian Focus Area Study Summary Report (2016) | Nassau County | North Florida TPO | The Study examines existing conditions of bicycle and pedestrian infrastructure on Amelia Island and provides recommendations for improvement. | The Study recommends improvements to pathway connections and wayfinding for cyclists and pedestrians. Alterations to traffic control are also proposed, including marked bicycle lanes, reduced lane widths, and sharrows. |
| | | | | <p>Key Considerations/Implications for Transit:</p> <p>Fernandina Beach is a compact, densely populated area that is divided by high-traffic arterial roads.</p> <p>NassauTRANSIT vans are not big enough to carry bicycles but could be outfitted with bicycle racks. The study estimates that this could expand the reach of transit between two to five times beyond the walking distance of a bus stop.</p> <p>MAP 21 is mentioned as a potential source of funding for bicycle and pedestrian infrastructure, as well as for other programs.</p> |
| A Way Forward: ITS Applications Analysis for Nassau County Final Report (2018) | Nassau County | North Florida TPO | The Report analyzes existing ITS infrastructure and provides recommendations to improve ITS along SR200/A1A. | The Report recommends several short-term and long-term improvements. Short-term recommendations included workforce training on fiber-optic cables, adding additional Traffic Signal Technician staff, improving streaming capabilities, installing cellular communications for outlying |



| Plan Title (Year Completed) | Geographic Applicability | Responsible Agency | Plan / Program Overview | Recommendations / Objectives / Strategies |
|--|--------------------------|--------------------|---|---|
| | | | | intersections, and creating a hurricane evacuation timing plan. Long-term recommendations included designing an additional DMS to provide travel information, creating a fiber-optic link across the Amelia River, adding traffic-monitoring staff, and pursuing grant opportunities to supplement ITS expansion and operational capabilities. |
| | | | Key Considerations/Implications for Transit: The Report describes several ways that Nassau County can continue to invest in and embrace technology to improve its transportation system and promote efficiency. | |
| Employment Center DSAP Wildlight PDP #2 Preliminary Development Plan (PDP) (2021) | Nassau County | Nassau County | The Plan describes the Wildlight development project's second preliminary development plan, its connection to existing plans, and principles guiding the development. | The goals of the Plan are to create a retail and industrial center with access for rail and freight from SR200/A1A, establishing an employment hub for Nassau County. Smaller wetland and upland areas will become part of the Conservation Habitat Network. |
| | | | Key Considerations/Implications for Transit: Parcels zoned for retail, industrial, and similar uses will have direct access to roadways and rail facilities, reducing the number of external trips. Creation of a new employment hub may make this area of Nassau County more suitable for fixed-route transit. | |
| Employment Center DSAP Wildlight Preliminary Development Plan #2 Transportation Impact Analysis (2021) | Nassau County | Nassau County | The Study analyzes how the Wildlight development's second preliminary development plan will impact Nassau County's transportation network. | The Study describes the existing conditions of SR200, measures level of service and peak traffic volumes, estimating the development's impact to traffic conditions. |
| | | | Key Considerations/Implications for Transit: The widening of SR200/A1A is projected to enable roadway segments and major intersections to operate at an acceptable level of service, with the exception of Pages Dairy Road. Pages Dairy Road is expected to fail during peak morning and afternoon traffic hours as a stop-controlled intersection. This road is projected to require a traffic signal in order to operate at an acceptable level of service. | |
| Employment Center DSAP Wildlight PDP #3 Preliminary Development Plan (PDP) (2023) | Nassau County | Nassau County | The Plan describes the Wildlight development project's third preliminary development plan, its connection to existing plans, and principles guiding the development. | The Plan's strategies are to create sustainable and efficient land use patterns that protect historical and topological sites and the environment. The Plan will create a network of connected parks, trails, fields, and schools, and support alternate modes of transportation. Mixed-use development and mixed housing types will promote density. |



| Plan Title (Year Completed) | Geographic Applicability | Responsible Agency | Plan / Program Overview | Recommendations / Objectives / Strategies |
|--|--------------------------|--------------------|--|---|
| | | | <p>Key Considerations/Implications for Transit: The Plan mentions the importance of protecting local ecology and hydrology, emphasizing the need for efficient construction and development practices. The Plan describes multimodal districts that connect people to activity centers, employ complementary land uses, and support traffic calming efforts. The dense, mixed-use developments proposed will likely lead to activity centers that may be ideal for public transit.</p> | |
| Wildlight PDP #3 Transportation Impact Analysis (2020) | Nassau County | Nassau County | The Study analyzes how the Wildlight development project's third preliminary development plan will impact Nassau County's transportation network. | The Study evaluates SR-200/A1A's operating conditions during peak morning and afternoon traffic and estimates the impact that the buildout will have on traffic conditions. |
| | | | <p>Key Considerations/Implications for Transit: SR200/A1A is being widened from 4 lanes to 6 lanes. All segments of the roadway are expected to operate at an acceptable level of service once construction is complete.</p> | |
| Employment Center DSAP Market Street Preliminary Development Plan (PDP) 1 (March 2023) | Nassau County | Nassau County | The Plan describes the Market Street employment center development located north of A1A. | The Plan focuses on implementing a development of 24,000 acres of land, including a sector plan for a portion of a transit-oriented development project. |
| | | | <p>Key Considerations/Implications for Transit: The development includes sites for residences, schools, parks, offices, retail, and a mixed-use town center. This site could become a local destination that is suitable for fixed route transit service.</p> | |
| Employment Center DSAP Market Street Preliminary Development Plan (PDP) 2 – Future Land Use (March 2023) | Nassau County | Nassau County | The Plan describes the Market Street employment center development located north of A1A. | The Plan focuses on implementing a development of 15,000 acres of land and 15,000 dwelling units, which also includes a plan for a transit-oriented development project. |
| | | | <p>Key Considerations/Implications for Transit: The development includes sites for residences, schools, parks, offices, retail, and a mixed-use town center. This site could become a local destination that is suitable for fixed route transit service.</p> | |
| DSAP 2 ENCPA Preliminary Development Plan (PDP) 4 (April 2024) | Nassau County | Nassau County | The Plan applies ENCPA Sector Plan residential and nonresidential entitlements to 14,879 acres located east of US 17, south of St. Mary's River, and west of Chester Road. | The Plan is intended to initiate Riverbluff Parkway and build a portion of the parallel roadway to SR200/A1A and initiate the start of the public access trail system to the St. Mary's River. To achieve this, the PDP includes a functional mix of land uses like primary and supporting uses such as multifamily and civic/public facilities anticipated in DSAP 2 |
| | | | <p>Key Considerations/Implications for Transit: The Plan includes considerations for transit stops and other multimodal considerations, in addition to a variety of land uses.</p> | |



| Plan Title (Year Completed) | Geographic Applicability | Responsible Agency | Plan / Program Overview | Recommendations / Objectives / Strategies |
|---|--|--|--|--|
| Regional Transit Action Plan (2016) | Northeast Florida | Northeast Florida Regional Transportation Commission | The Plan identifies best practices and strategies for the development of a coordinated approach to regional transit in the Northeast Florida region. | The Plan focuses on the implementation of short-term, mid-term, and long-term projects that will enhance regional mobility. |
| | <p>Key Considerations/Implications for Transit: Among the list of projects mentioned, some include efforts to better coordinate transportation projects, such as the establishment of a mobility council. Other projects included efforts to increase public awareness of transit, like regional branding and marketing efforts, and projects intended to enhance user experience, such as a regional transit service purchasing platform.</p> | | | |
| Northeast Florida Coordinated Mobility Plan (November 2019) | Northeast Florida | Jacksonville Transportation Authority | The Plan specifies regional mobility goals among Northeast Florida's six counties. | The Plan's regional mobility goals include: the creation of a regional mobility management system, expanded regional transportation availability and accessibility, regional marketing efforts to improve brand awareness, and improvements to regional collaboration with mobility providers. |
| | <p>Key Considerations/Implications for Transit: Among the list of projects mentioned, some include efforts to better coordinate transportation projects, such as the establishment of a mobility council. Other projects included efforts to increase public awareness of transit, like regional branding and marketing efforts, and projects intended to enhance user experience, such as a regional transit service purchasing platform.</p> | | | |



Equitable Transportation Community Considerations

In 2020, the federal government began implementing the Justice40 initiative to address issues of equity and underinvestment in disadvantaged communities. The Justice40 initiative aims to achieve its goal of promoting equity by allocating 40 percent of the benefits from grants, initiatives, and other programs to disadvantaged communities. The United States Department of Transportation (USDOT) uses the Justice40 initiative to identify disadvantaged communities facing transportation challenges and prioritizes these communities for investment.

USDOT created its Equitable Transportation Community (ETC) Explorer tool to provide greater insight into indicators of disadvantage and inequity. The ETC Explorer shows how each community experiences disadvantages in its transportation system. This tool uses 2020 U.S. Census data at the tract level. Indicators of disadvantage are categorized into five component groups:

- Climate and Disaster Risk Burden
- Environmental Burden
- Health Vulnerability
- Social Vulnerability
- Transportation Insecurity

These components are scored individually for each tract and used to create a final index score. For both the final index score and for each category of disadvantage, a tract is considered disadvantaged if it exceeds the 65th percentile. Table 23 displays Nassau County’s populations which are considered disadvantaged based on ETC Indicators. Nassau County has few or no residents considered to have climate and disaster risk burdens or environmental burdens, but a greater share of residents with health or social vulnerability.

Transportation insecurity, however, affects nearly 80% of Nassau County’s population, at 70,014 residents. This reflects the lack of frequent fixed-route transit service in Nassau County.

Table 23. ETC Component Disadvantaged Populations

| Climate & Disaster Risk Burden Population | Environmental Burden Population | Health Vulnerability Population | Social Vulnerability Population | Transportation Insecurity Population |
|---|---------------------------------|---------------------------------|---------------------------------|--------------------------------------|
| 0 | 3,556 | 12,767 | 14,233 | 70,014 |

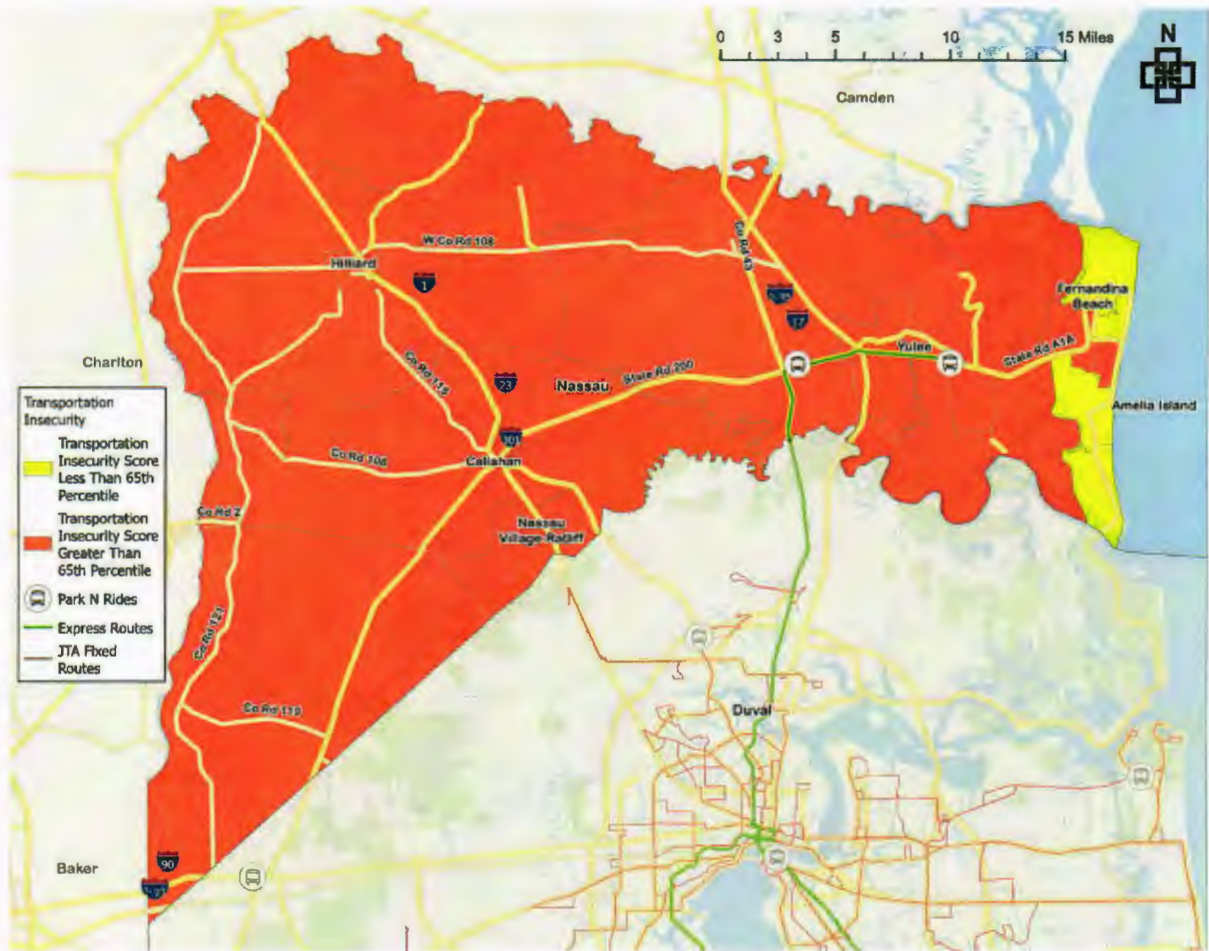
Source: [ETC Explorer | US Department of Transportation](#)

Figure 35 shows ETC Transportation Insecurity data for Transportation Insecure tracts in Nassau County. Based on ETC indicators, the majority of Nassau County scores higher than the 65th percentile for Transportation Insecurity, with the exception of the Fernandina Beach and Amelia Island areas. Transportation Insecurity is calculated by scoring tracts for the following sub-components:

- Percent of households without a car
- Frequency of transit service per square mile
- Average number of jobs within a 45-minute drive
- Estimated average drive time to points of interest in minutes
- Estimated average walk time to points of interest in minutes
- Calculated average annual cost of transportation as a percent of household income
- Traffic fatalities per 100,000 people

Transportation Insecure tracts in Nassau County score low for frequency of transit per square mile. The average time to walk to points of interest ranges from 127 minutes to 280 minutes, over two hours to four and a half hours, in these tracts. Both sub-components highlight the need to have a personal vehicle for travel in Nassau County. Among Transportation Insecure tracts, the annual cost of transportation as a percentage of household income is between nine percent and 25 percent. The average work commute is between 25 minutes and 42 minutes in these tracts. In contrast, the average drive time to points of interest ranges from 13 minutes to 24 minutes. The difference between work commuting drive times and drive times to points of interest shows that jobs are not necessarily located closer to where residents in these tracts live, thereby increasing the burden of transportation for them. The population living in Transportation Insecure tracts is 70,014 people.

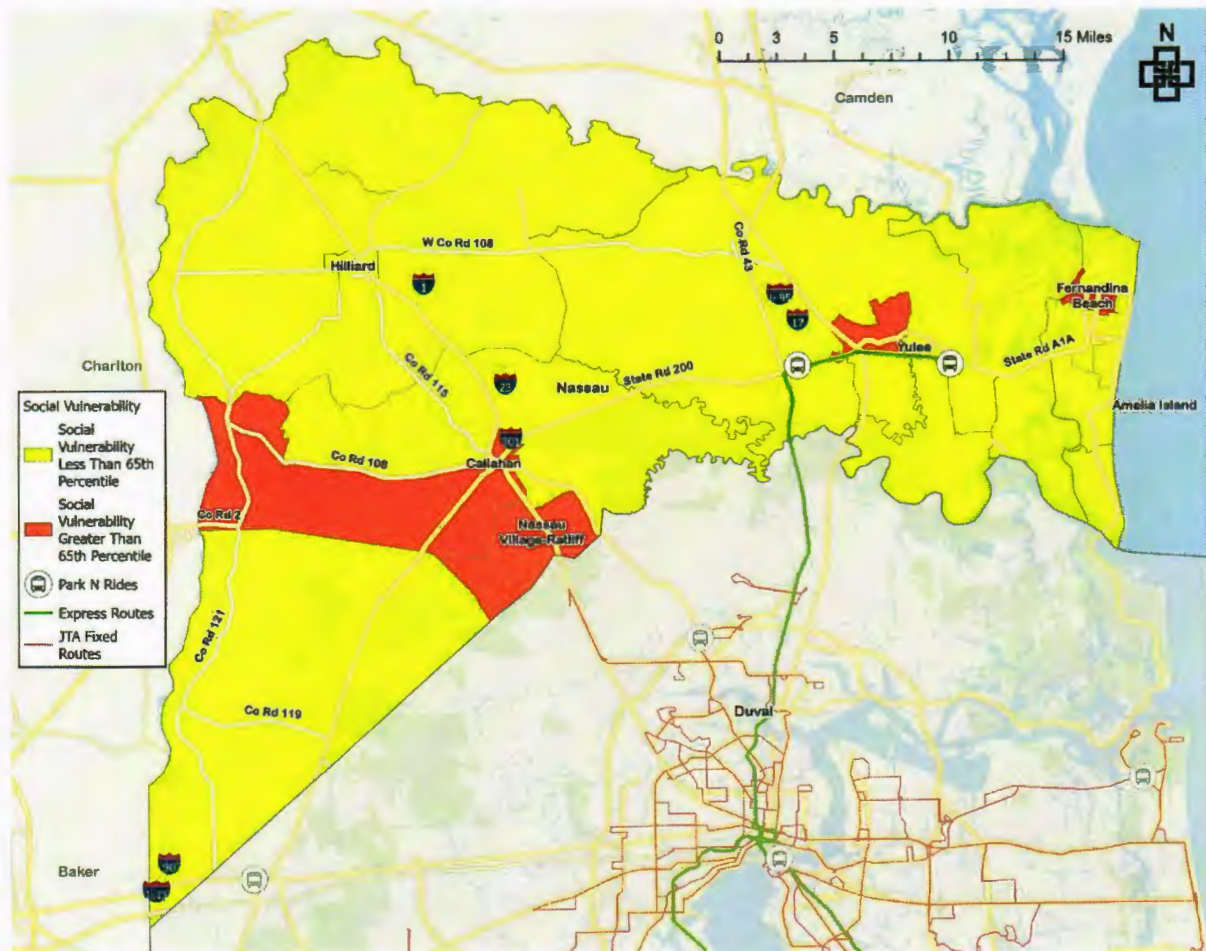
Figure 35. Transportation Insecurity



Source: [ETC Explorer | US Department of Transportation](#)

Figure 36 visualizes Social Vulnerability in Nassau County. Social Vulnerability is calculated using sub-components for socio-economic status and household characteristics. Indicators of Social Vulnerability include the percentage of total housing units that are mobile homes, the percentage of population with income below 200 percent of the poverty level, and the percentage of population 65 years or older. Select areas of Nassau County with Social Vulnerability include part of Fernandina Beach, Yulee, Ratliff, Callahan, and Kent. The population living in areas with Social Vulnerability is 14,233 people.

Figure 36. Social Vulnerability

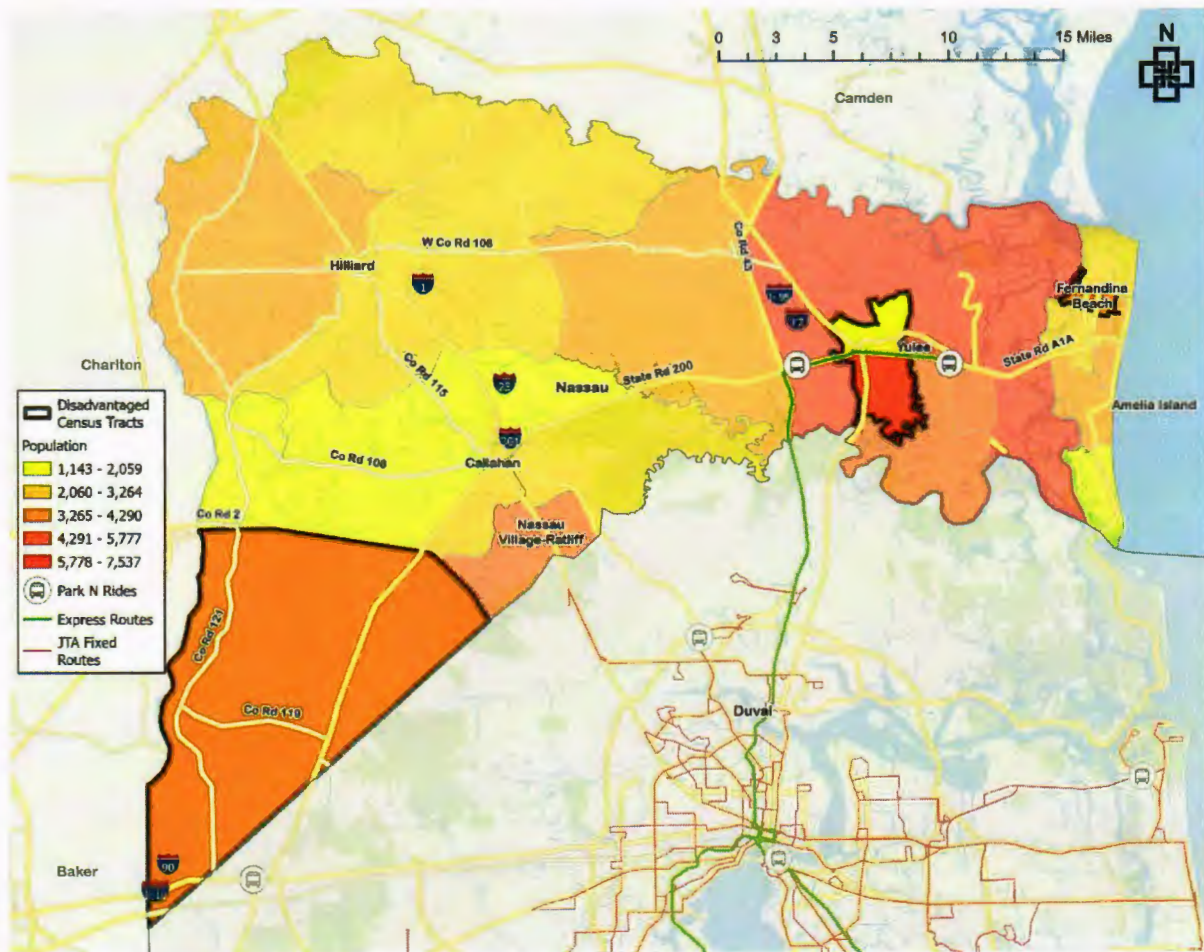


Source: ETC Explorer | US Department of Transportation



Figure 37 visualizes Nassau County’s population and the census tracts which are considered disadvantaged by the ETC index, i.e., that score above the 65th percentile. Nassau County does not meet the 65th percentile threshold to be considered disadvantaged for Climate & Disaster, and Environmental indicators. Disadvantaged tracts are located in the Fernandina Beach area, Hedges-Yulee-Yulee Heights area, and the most southwest part of the county which includes the communities of Bryceville, Dahoma, Ingle, Mattox, and Verdie. The population living in disadvantaged census tracts in Nassau County is 12,767 people. Within the disadvantaged tracts, there are 0.15 persons per acre.

Figure 37. Disadvantaged Census Tracts and Population



Source: [ETC Explorer | US Department of Transportation](#)

Existing Conditions and Market Analysis Summary

Transportation and mobility services are essential to Nassau County and will continue to be of critical importance as growth patterns continue. The existing systems represent a significant public investment, and assessing the efficiency and effectiveness of current transit services will better inform a comprehensive transportation investment strategy.

Key Findings

Major findings of the existing conditions and market analysis are as follows:

- Nassau County's existing transit services provide a network of express and demand-response service options that serve specific needs, including commuting to and from downtown Jacksonville and circulation within the county.
- Transit performance suffered during the pandemic, with both fixed-route and demand-response services seeing large increases in costs and decreases in ridership.
- Continued population and employment growth throughout Nassau County suggests that transit needs will continue to increase, requiring additional investment in transit service.
- Travel patterns within Nassau County and throughout the Jacksonville region indicate a need for intra-county trips, as well as continued connections to and from the JTA system.
- Future transit service offerings should consider the quantity and quality of service provided to equity populations, who disproportionately rely on transit for mobility needs.
- Nearly 80% of Nassau County residents are classified as transportation insecure, underscoring the need for all-day, all-purpose transit service.
- Transit expansion is supported by the existing plans and policies of Nassau County and partner agencies.

Strengths and Opportunities

Nassau County's transit services are complemented by connections to other providers that offer seamless connectivity to the broader region. This interconnectivity can be advanced by new forms of information technology, walking and bicycling infrastructure, changes in operating characteristics of local and express bus services, and continued expansion of infrastructure investments. These conditions give current and potential future transit system users multiple incentives for using alternatives to driving for work, education, health-related, and other recreational trips. Public transit networks can play a significant role in traffic management by removing more single-occupancy vehicles from the road and reducing congestion. Promoting transit-oriented developments (TODs) can further support Nassau County's transportation and land use goals.

Enhancing the customer experience is key to the success of public transportation. Transit providers who take a customer-centric approach in planning and operating services often better understand the relationship between other travel modes and how their services can better adapt to the travel

needs of users. In turn this helps drive ridership gains and enhances system efficiencies. Today, travelers are offered numerous travel options, often without a clear understanding of how to harness and use these systems effectively. By exploring transit opportunities within Nassau County with an eye toward customer service and experience, decisions on service types and investment strategies may be made that help incentivize transit use and further other county mobility goals, including management of automobile trips and infrastructure.



Public Engagement

The following section details the public engagement efforts undertaken as part of the Nassau County Transit Study. Outreach included a variety of actions, including an in-person and online public survey, and a range of public and stakeholder meetings. The public engagement concluded with a virtual town hall-style meeting conducted through the PublicInput platform.

Nassau County and the JTA are committed to ensuring that no person is excluded from participation in, or denied the benefits of, its transit services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. The project also considered Limited English Proficiency (LEP) individuals.

Public involvement activities were developed to achieve the following:

- **Inclusivity:** Include and involve those who have been historically excluded or under-represented in the planning and those who rely on transit to meet their transportation needs.
- **Two-way Communication:** Inform the community about the Transit Study update and the issues therein to build awareness of and support for the plan.
- **Meaningful Input:** Create meaningful opportunities for community members to provide input to shape the Transit Study update and influence its outcomes.
- **Impact:** Refine transit goals and desired outcomes based on community input.

Public Involvement Plan

A Public Involvement Plan (PIP) was developed to support efforts to promote inclusive public participation within Nassau County, Florida. The PIP summarizes the project background, goals and stakeholder outreach activities for the Nassau County Transit Study. The PIP was updated as outreach efforts occurred.

The PIP enlisted strategies that encourage a high level of community input and collaboration and provide ample opportunity for the public, state and local agencies, elected officials, and other interested stakeholders to understand the nature of the plan and its benefits by providing an open, two-way line of communication.

Engagement Activities

Table 24 provides a list of the public engagement activities conducted as part of the Transit Study, including a brief description and the date(s) of activities held.

Table 24: Engagement Activities

| Activity | Description | Dates Held |
|--|---|---|
| Steering Committee Meetings | These meetings were intended to inform the steering committee of project activities, gather input to guide the study, and engage stakeholders in developing priorities for future service improvements. Five meetings were held at key project milestones. | June 6, 2023 October 29, 2023 November 15, 2023 January 18, 2024 May 13, 2024 |
| Public Meetings | Nassau County and JTA held multiple public meetings to inform the public and receive feedback on key study components. These meetings took place at locations throughout the county, including in Callahan, Hilliard, and Fernandina Beach. A virtual Town Hall style public meeting was held to present the study recommendations. | Multiple - Fall 2023 through Summer 2024 |
| Internal Staff Interviews | Interviews were conducted with internal employees, from customer service to maintenance to bus drivers to planners, gaining valuable insights, perceptions, and attitudes towards the NassauTRANSIT services and system. | Multiple - Fall 2023 |
| Employer Interviews | Interviews were conducted with key employers and, more importantly, with their employees to obtain feedback about the perceptions and attitudes towards transit in Nassau County. | Multiple - Fall 2023 |
| Website and Social Media Outreach | A new webpage dedicated to the 2023 Nassau Transit Study Update was added to the JTA, Nassau County, and NassauTRANSIT websites to provide a platform where the public can learn about public meetings and schedules, review related Study development materials and collateral, and access information updates on the progress of the development of the Study. | Ongoing |
| Community meetings and events | The project team attended community events, including the Nassau County Chamber of Commerce Afterhours Networking (8/17/2023), Annual Tourism Marketing meeting (8/25/2023), Right Whale Festival, and a Veterans Event in Callahan. | Multiple – Summer 2023 |
| Collateral materials and public notification | As part of the PIP, flyers and fact sheets will be developed as public involvement tools to distribute information about public outreach activities and upcoming public meetings. These informational materials may include handouts/flyers, maps, tables and/or other graphics. The PIP collateral developed will encourage the public to participate in the project survey. | N/A |

Public Survey

In Fall 2023, a public survey was launched, both online and in-person, with the goal of understanding community awareness of NassauTRANSIT's services and attitudes on the value of public transit service for community residents. The survey gathered information on general travel activity, customer service satisfaction, and feedback on the service. The survey was available through February 1, 2024.

The online survey helped expand the reach and opportunity for all interested persons to provide input and be represented in shaping the study, while in-person opportunities afforded meaningful engagement to gather additional, broader transportation opinions from the community. The survey was promoted in-person at a Nassau County Chamber of Commerce After-Hours Networking event on August 17, 2023, and at the Florida Tourism Industry Annual Marketing Meeting on August 25, 2023. In-person surveys were distributed at a Veterans' Day event in Callahan on November 4, 2023, and at the Right Whale Festival in Fernandina Beach held November 4 – 5, 2023.



Survey Results

The Transit Opinion Survey results include input from online submissions and in-person survey data collected at community events. A total of 402 survey responses were submitted, and results are summarized in the following schematics.

Figure 38, Figure 39, and Figure 40 show awareness, use, and frequency of use of NassauTRANSIT services by survey respondents. Approximately 56% of respondents are aware of the services offered by NassauTRANSIT, but only 9% have used the same services. Of those who have used the service, most have used it a year or more ago.

Figure 38. Survey Results - Awareness

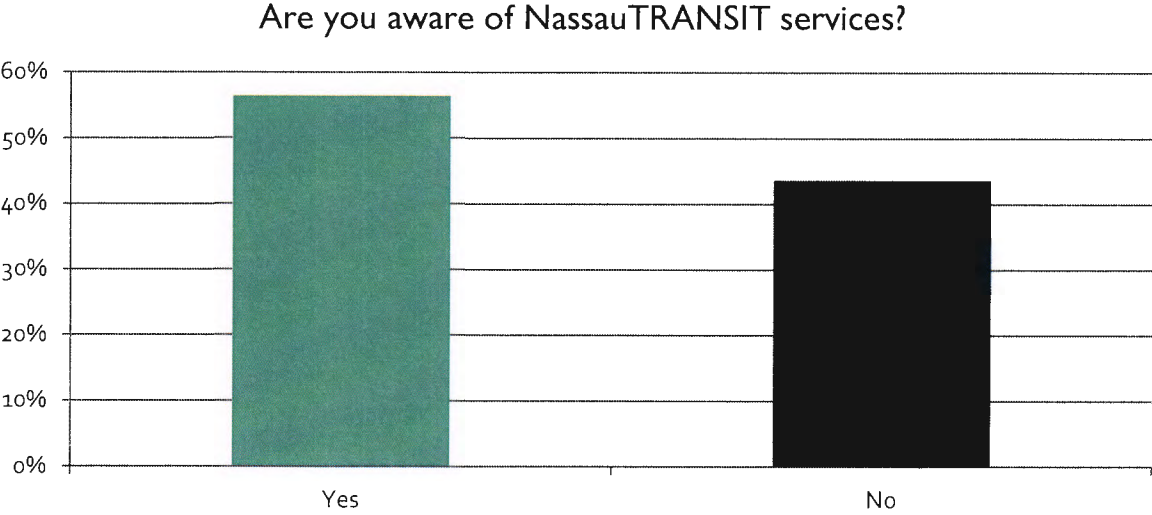


Figure 39. Survey Results - Usage

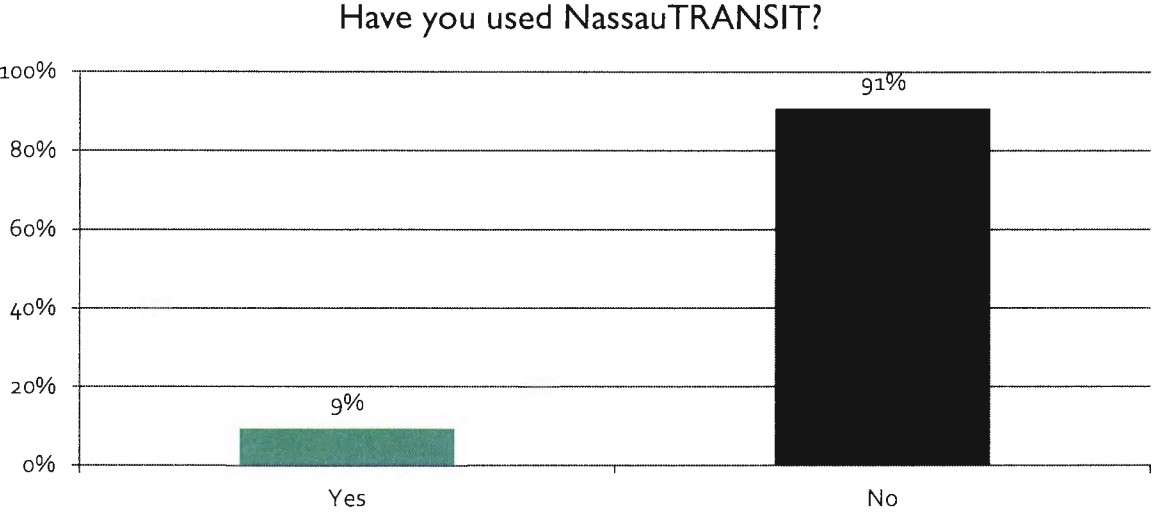
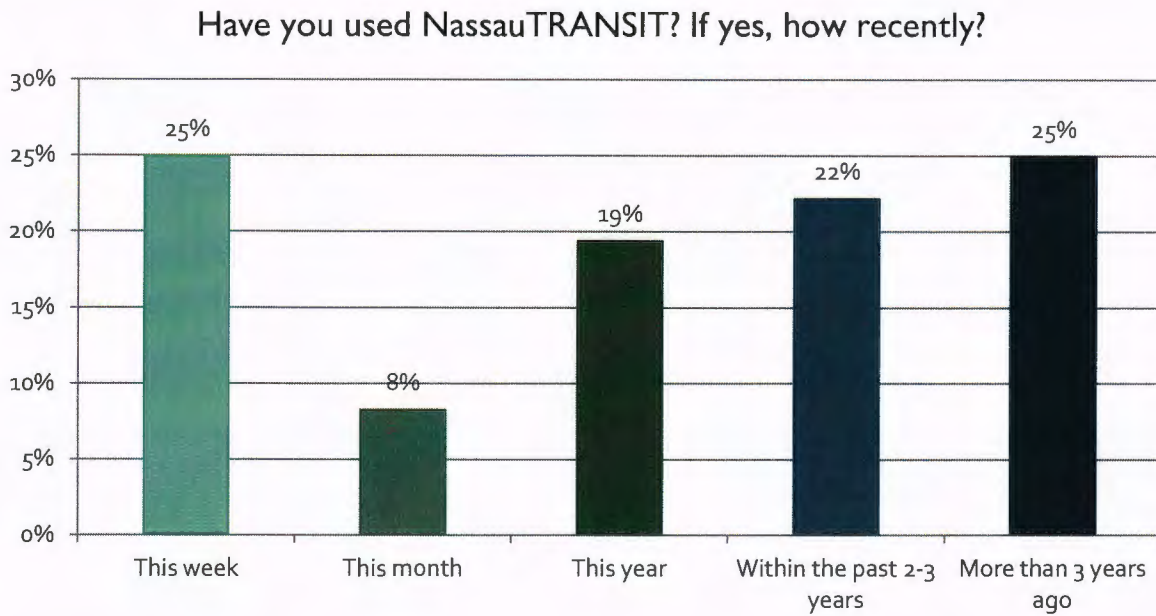
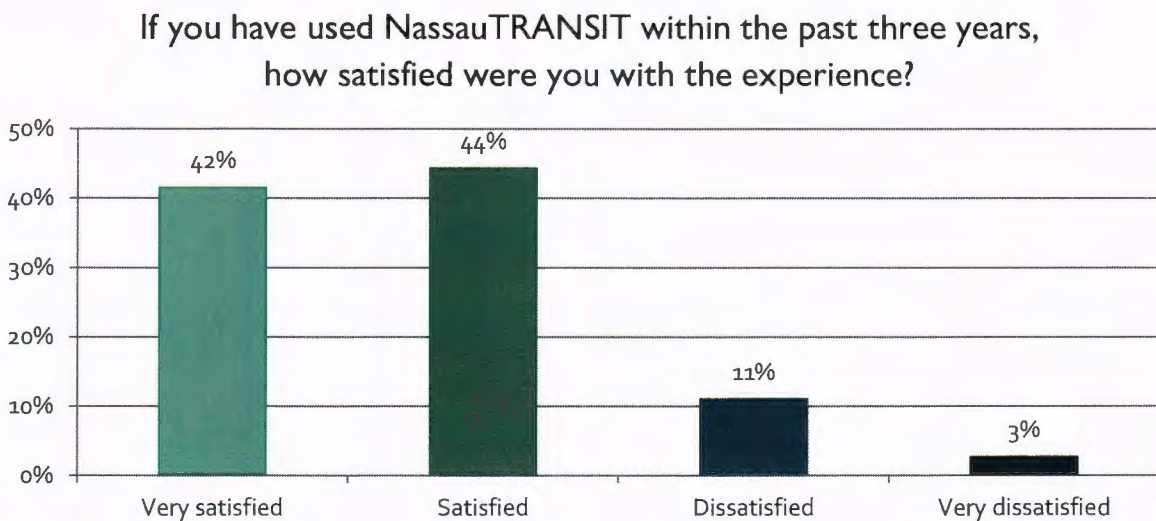


Figure 40. Survey Results – Recent Usage



Though the majority of respondents have not used NassauTRANSIT, the majority of those that have were “Very Satisfied” or “Satisfied” with their experience, as shown in Figure 41.

Figure 41. Survey Results - Customer Satisfaction



As shown in Figure 42, respondents were most interested in frequent service and additional routes as potential draws for using transit more often.

Figure 42. Survey Results – Transit Priorities

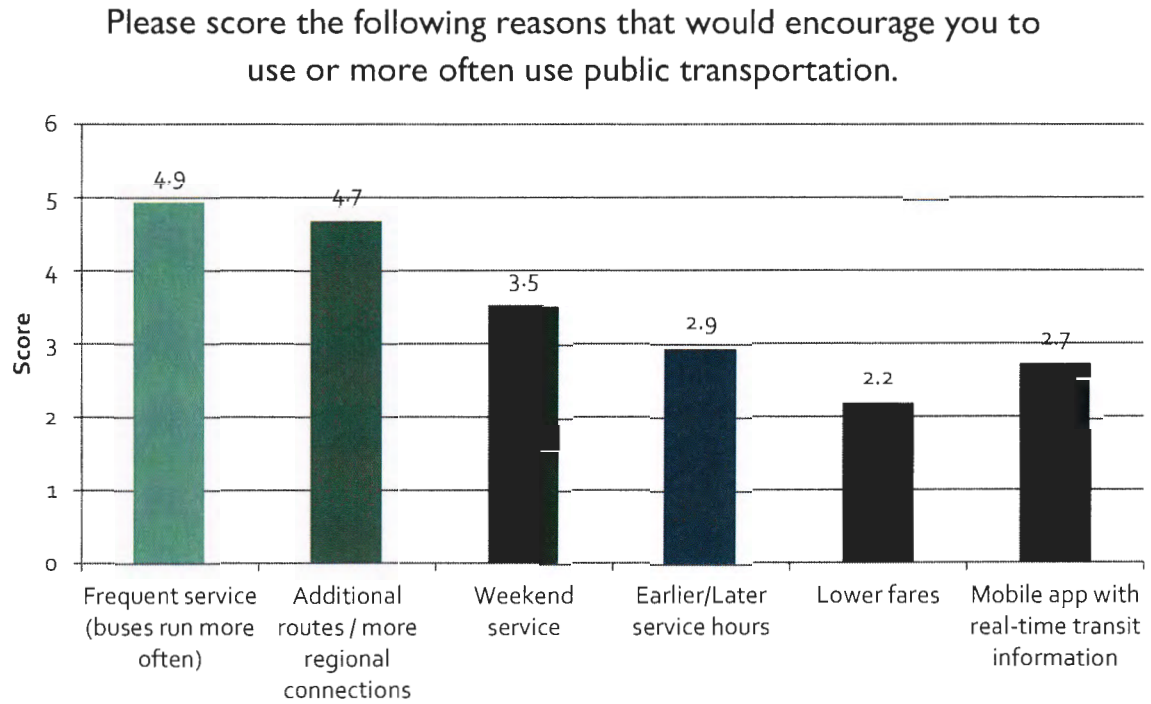


Figure 43 shows respondents' anticipated primary uses of public transit. Travel to work within Nassau County was ranked the highest, followed by medical appointments and running errands.

Figure 44 shows the zip code locations of survey respondents. While most respondents live in the Fernandina Beach and Yulee areas, responses were received from across Nassau County and the greater Jacksonville region.

Figure 43. Survey Results – Reasons for Riding

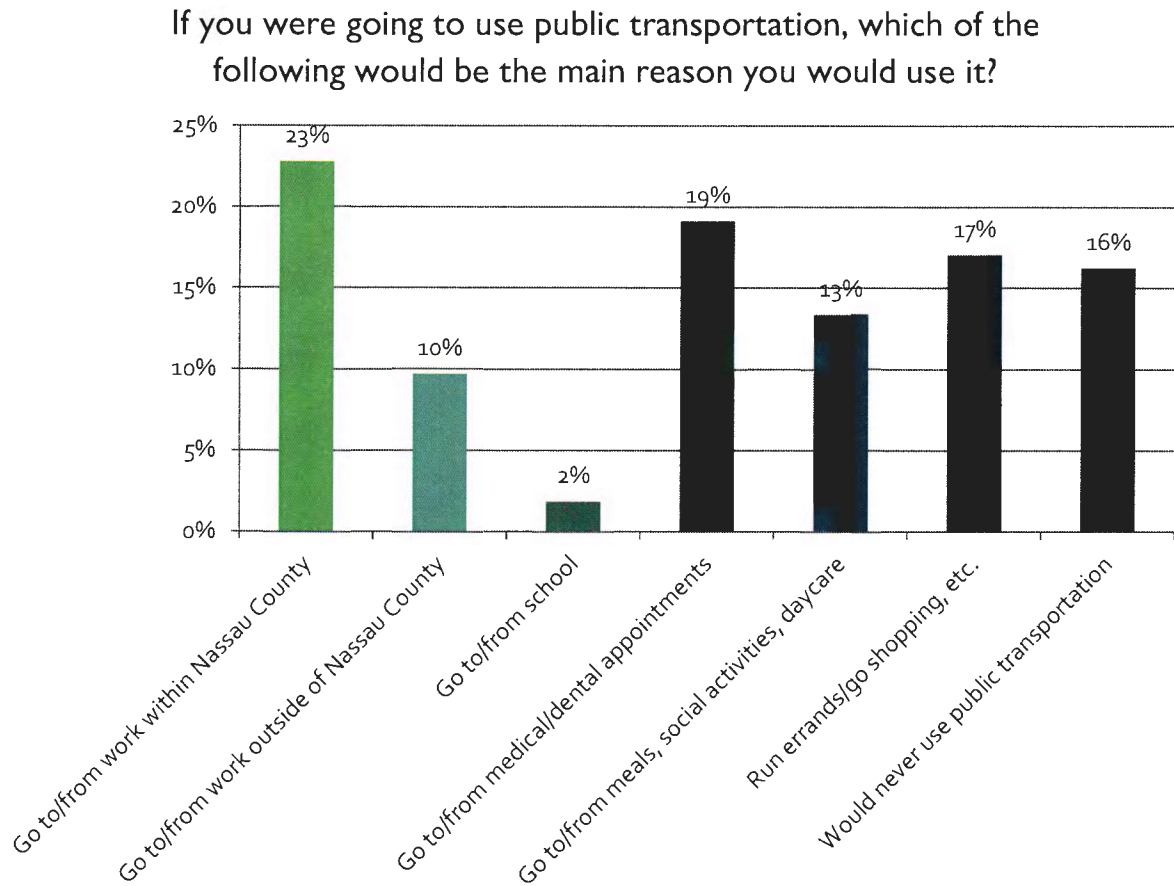


Figure 44. Survey Responses by ZIP Code



Virtual Town Hall

Through an online public engagement platform, PublicInput.com, participants were afforded the opportunity to view an automated presentation of the proposed recommendations to enhance public transit service in Nassau County. The online site allows individuals to view the presentation and provide comments on their own schedule, at their own pace. Through this online platform, participants can also place comments or draw a route on a map.

The virtual town hall was available from July 9, 2024, through July 26, 2024. Twenty-three comments were received through the online platform. Participants could also leave a message through a dedicated phone line if they could not access the online option.

Highlights of comments received are included in the Key Findings section.



Nassau County Transit Study Virtual Town Hall



Nassau County and the Jacksonville Transportation Authority (JTA) invite you to participate in a virtual public forum to discuss the preliminary results of the Nassau County Transit Study. Over the past year, the project team has gathered input from the community and analyzed various options to enhance mobility in Nassau County.

Join us to hear what future mobility could look like in Nassau County!

How to Participate:

Access the project page to view the presentation and provide comments on the recommendations by using the link below or scan the QR code.

<https://publicinput.com/nassaucountytransitstudy>

Comments can also be provided by phone by dialing 855-925-2801 and entering meeting code 1184.



Share your comments online until July 26, 2024!

For more information contact:
Jeremy Norsworthy
Project Manager

Office: 904-632-5544
Mobile: 904-625-1359
jnorsworthy@jtafla.com

Virtual Town Hall Notice



Key Findings

The public engagement efforts helped guide the development of recommendations based on the following key takeaways:

- Only 56% of survey respondents were aware of NassauTRANSIT services, indicating the potential for increased ridership through successful marketing efforts.
- While only 9% of survey respondents had used NassauTRANSIT before, **86% would be willing to try** public transit for at least one type of trip.
- Survey respondents indicated a desire for more frequent service, additional routes, and expanded service (earlier/later hours and weekend service) based on survey responses.
- 23% of survey respondents listed travel to work within Nassau County as the main reason to use public transit, demonstrating a desire for intra-county services.
- Feedback from stakeholders and Steering Committee members included a desire for better transit access to healthcare, education, employment centers, and tourism within Nassau County and in connection with Duval County and the broader Jacksonville region.
- Improve access to the major healthcare facilities in Jacksonville and the airport.
- Community members voiced support for more on-demand services since Uber and Lyft options are often limited in the area.
- Expand outreach and marketing of proposed implementation to specific subdivisions, including low-income neighborhoods and newly developing areas.

Table 25 summarizes key transit needs highlighted in public engagement efforts that form the basis of the Nassau County Transit Study’s future recommendations and implementation strategy.

Table 25. Key Transit Needs

| | |
|-------------------------------|--|
| Access to Employment | <ul style="list-style-type: none"> • Existing Nassau Express Select service operates at peak hours for travel to downtown Jacksonville, offering limited opportunities for people to reach Nassau County for work. The service does not connect with Amelia Island. |
| Access to Healthcare | <ul style="list-style-type: none"> • Stakeholders expressed a consistent need to access major medical facilities, including UF Health North, UF Health Wildlight, and VA clinic locations. |
| Tourist Transportation | <ul style="list-style-type: none"> • Stakeholders expressed a need for tourist circulation on Amelia Island, as well as for connections from Jacksonville International Airport to Fernandina Beach and major resorts. |
| Improved Rural Access | <ul style="list-style-type: none"> • Stakeholders expressed a need for connections from the Town of Callahan and Town of Hilliard to destinations in Nassau County and the broader Jacksonville region. |

Transit Service Toolkit

As documented in the Existing Conditions and Market Analysis sections, Nassau County is home to a broad variety of operating environments for transit service that presents clear opportunities and challenges. Northwestern Nassau County is primarily rural, with incorporated areas in Hilliard and Callahan, while eastern Nassau County has more urban and suburban development patterns with significant tourism and seasonal recreation amenities. The current transit services provided by NassauTRANSIT and the Jacksonville Transportation Authority (JTA) are designed to meet the needs of Nassau County's residents but offer room for improvement. This section outlines types of transit that were considered as part of the Nassau County Transit Study.

Types of Transit Service

The Jacksonville region is home to many types of existing or planned transit services, as shown in Figure 45. Each of these types of transit modes show promise in particular contexts that range from rural areas to regional centers. These services were analyzed for their suitability for use in Nassau County, and many have been outlined for implementation.

Figure 45. Existing and Planned Transit Services in the Jacksonville Region



Transit Service Options Considered

The following transit service options were considered for the Nassau County transit system. For each option a regional example is provided, with the advantages, disadvantages, and best use for each.

Local Bus

Local buses operate on fixed routes and provide efficient, predictable transit along those routes. This mode is best utilized in walkable areas of medium- to high-density with closely spaced origins and destinations. A regional example is the JTA Local Bus routes in Jacksonville.

Example: JTA Local Bus

Advantages: Service to designated stops on a predictable schedule

Disadvantages: Does not serve low density areas efficiently

Best for: Walkable areas with closely-spaced destinations



Express Bus

Express buses provide fast service to regional destinations, often from residential areas to employment centers. These routes are typically only operated during peak hours and are best used to transport people to and from major commuter markets. A regional example is the Nassau Express Select providing service from the County to Downtown Jacksonville.



Example: Nassau Express Select

Advantages: Fast service to regional destinations

Disadvantages: Typically offers peak-hour service only

Best for: Major commute markets

Flex Route

Flex route transit operates on a typically fixed route, while allowing for pre-requested deviations from the route (typically $\frac{3}{4}$ mile) to pick-up and drop-off riders. This allows riders, especially those with mobility difficulties, to use route-based service without needing to get to fixed stop locations. A regional example would be Clay Community Transportation in Clay County, operated by JTA.

Example: Clay Community Transportation (Clay County)

Advantages: Serves destinations within $\frac{3}{4}$ mile of route upon request


Disadvantages: Variable travel times
reservations required for off-route trips

Best for: Suburban or rural areas



Microtransit

Microtransit offers on-demand service within a designated geographic area. Riders book their trip through an app and are picked up at or near their origin and dropped off at or near their destination. This mode is typically most successful in areas that are safe and walkable to complement short walks to pick-up and drop-off locations. A regional example would be ReadIRide, operated by JTA.




Example: JTA ReadIRide

Advantages: On-demand, point-to-point service within a designated geographic area

Disadvantages: Requires reservation/hail via phone or app; capacity constrained

Best for: Areas with lower demand and/or walkability



ReadIRide

First & Last Mile Transit


First and last mile transit provides connections from fixed route service to the rider's final destination. Typically consisting of smaller vehicles, these options are best utilized where short and flexible trips are needed to complete a larger trip. Regional examples include the Beach Buggy in Jacksonville Beach and the Go Tuk'n service in Jacksonville.

Example: Beach Buggy, Go Tuk'n, or Autonomous Shuttles

Advantages: Can be funded through public-private partnerships

Disadvantages: Limited capacity

Best for: Areas where short, flexible trip options are needed



Micromobility

Micromobility options provide flexible, single-person trips using active transportation modes, typically bicycles and e-scooters that can be restricted to specific areas as desired. They are best utilized in safe, walkable, and bikeable locations where short trips are common. A regional example would be the Bird and Lime scooters in Downtown Jacksonville. Micromobility can also serve as a first-last-mile transit solution that extends the reach of route or zone-based transit services.



Example: Bikeshare/scooter-share

Advantages: Flexible, single-person trips on active transportation

Disadvantages: App-based only; requires physical ability

Best for: Safe, walkable destinations

Future Service Framework

The following section covers the proposed changes to service in the Nassau County region. The framework is broken down into three scenarios: short-term (1-2 years), medium-term (3-5 years) and long-term (5+ years). Each of the scenarios involves service improvements, with the medium- and long-term scenarios representing higher levels of investment by Nassau County.

Key Transit Needs Addressed

The framework scenarios focus on connecting destinations in Nassau County and the broader Jacksonville region. Table 26 shows the key transit needs identified in the public outreach process that are addressed by the future service recommendations. Relevant destinations and travel patterns are shown in Figure 46.

Table 26. Key Transit Needs Addressed

| | |
|-------------------------------|--|
| Access to Employment | <ul style="list-style-type: none"> Existing Nassau Express Select service operates at peak hours for travel to downtown Jacksonville, offering limited opportunities for people to reach Nassau County for work. The service does not connect with Amelia Island. Proposed service would offer more trips and serve new destinations, including downtown Fernandina Beach. |
| Access to Healthcare | <ul style="list-style-type: none"> Stakeholders expressed a consistent need to access major medical facilities, including UF Health North, UF Health Wildlight, and VA clinic locations. Proposed service would connect to each of the UF Health facilities, as well as the VA Clinic located near River City Marketplace in Duval County. |
| Tourist Transportation | <ul style="list-style-type: none"> Stakeholders expressed a need for tourist circulation on Amelia Island, as well as for connections from Jacksonville International Airport to Fernandina Beach and major resorts. Proposed improvements to demand-response service would better meet travel needs on Amelia Island, while revisions to the Nassau Express Select service would enable travel to and from the airport. Future extension of the Nassau Express Select to Fernandina Beach would further enhance regional connections for both residents and tourists. |
| Improved Rural Access | <ul style="list-style-type: none"> Stakeholders expressed a need for connections from the Town of Callahan and Town of Hilliard to destinations in Nassau County and the broader Jacksonville region. Proposed flex routes would connect Callahan and Hilliard to JTA's First Coast Flyer service, as well as the Nassau Express Select, demand response service, and destinations in Yulee. |

Figure 46. Key Destinations, Travel Patterns, and Transit Needs Addressed



Short-Term Scenario

The short-term scenario includes changes that could be implemented in the first 1-2 years, starting in October 2024. These recommendations represent low-cost, high-value improvements to the existing system that take advantage of JTA's operational expertise and branding.

Recommendation 1: Expand Nassau Express Select Service

In this scenario, the Nassau Express Select service would be updated to include additional reverse-commute trips from Jacksonville to Nassau County. This increase in service would provide new connections to employment for riders traveling from the JTA service area to Nassau County, as well as improved access to Nassau County's numerous retail, hospitality, and recreational opportunities. Along with the increase in the number of trips, it is recommended that the Nassau Express Select include an additional stop at River City Marketplace. This added stop would enable riders to reach the retail, healthcare, and entertainment destinations within the River City Marketplace (Figure 47), as well as to access Jacksonville International Airport via a transfer to JTA Route 1. Nearby healthcare destinations, including UF Health North and the VA outpatient clinic, could also be reached via a new stop and/or JTA transfer.

Figure 47. River City Marketplace Location and Amenities



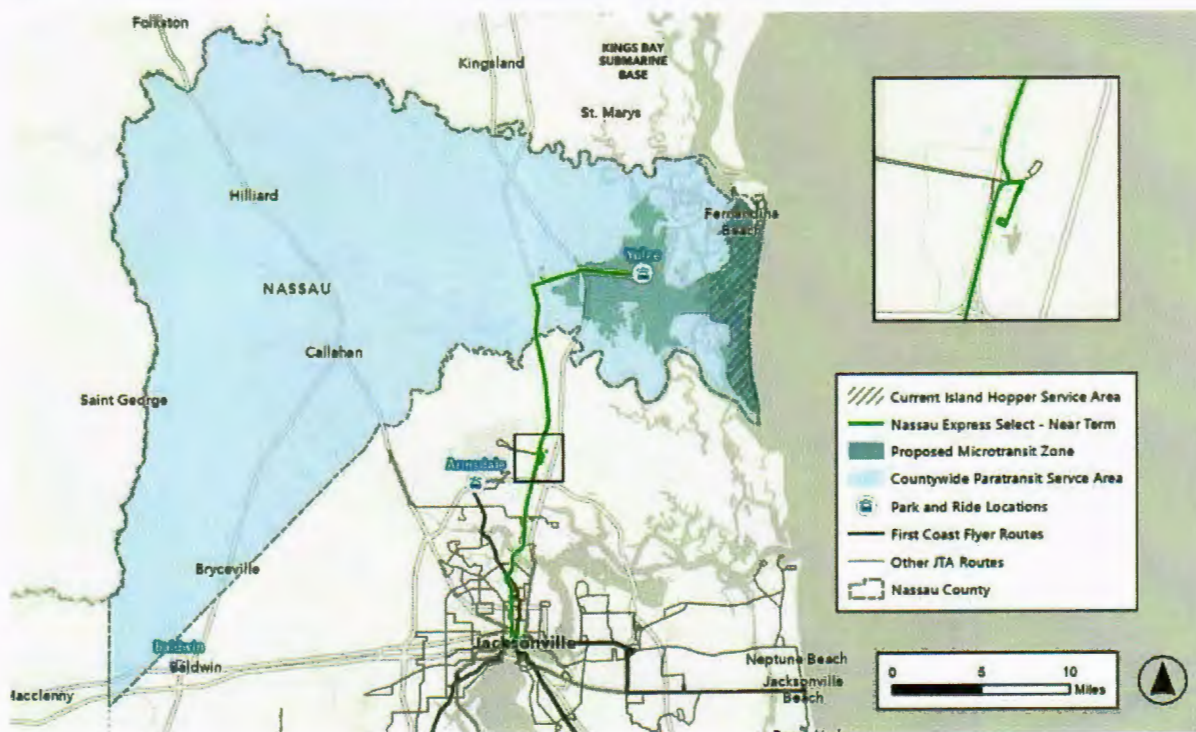
Photo credit: Franklin Street.

Recommendation 2: Modernize Demand-Response Service

In the short term, it is recommended that Nassau County begin modernizing its demand-response services. The first step in this process would be to convert the existing Island Hopper system into a microtransit zone. Conversion to microtransit would provide branding and visibility improvements, as JTA already operates numerous zones elsewhere in the Jacksonville region and would enable riders to reserve trips online in addition to via phone. In addition, it is recommended that Nassau County add a second microtransit zone to serve the mainland portion of the Fernandina Beach-Yulee urbanized area. This zone would enable residents to more easily reach the retail and healthcare destinations along SR 200 / A1A. In the future, Nassau County and JTA could consider whether to merge these two zones into one larger microtransit zone, which may require additional resources.

The second step in modernization would be to revise the existing countywide paratransit boundaries to serve rural trips only. As a condition of FTA rural funding, riders could continue to make trips to or from the Fernandina Beach-Yulee urbanized area, but trips within the urbanized area would be provided by microtransit service. Each service area is shown in Figure 48.

Figure 48. Nassau County Demand Response System (Short-Term Improvements)



Recommendation 3: Facilitate First- and Last-Mile Service via Employment or Tourism Partnerships

In the short-term scenario, Nassau County and JTA should continue to work with municipal partners, tourism organizations, and major employers to implement customized on-demand or fixed-route transportation services to meet private transportation needs on Amelia Island. Potential partners include the Chamber of Commerce, the Convention and Visitors Bureau, and major resorts, which represent key partners in the hospitality industry. If services are oriented around the needs of employees and patrons of tourist destinations, it is recommended that Nassau County seek private-sector partners to both fund and implement the service. Examples of these types of partnerships include the following:

- **Beach Buggy:** Beach Buggy provides weekend evening service to recreation and entertainment destinations in the Jacksonville Beaches and San Marco areas (Figure 49/ Figure 50). This service is sponsored by hotel, restaurant, and tourism businesses in each zone, who benefit when customers have easier access to recreation and fewer parking needs.
- **Go Tuk'n:** Go Tuk'n provides door-to-door service in multiple Jacksonville neighborhoods using small, eco-friendly vehicles, as well as ADA-accessible minibuses (Figure 51 / Figure 52) Go Tuk'n is a partnership between JTA and a private transportation provider.

Figure 49. Example Vehicle: Beach Buggy (Jacksonville Beaches/San Marco)



Image credit: Beach Buggy (<https://www.beachbuggyapp.com/>).

Figure 50. Example Service Area: Beach Buggy (Jacksonville Beaches/San Marco)

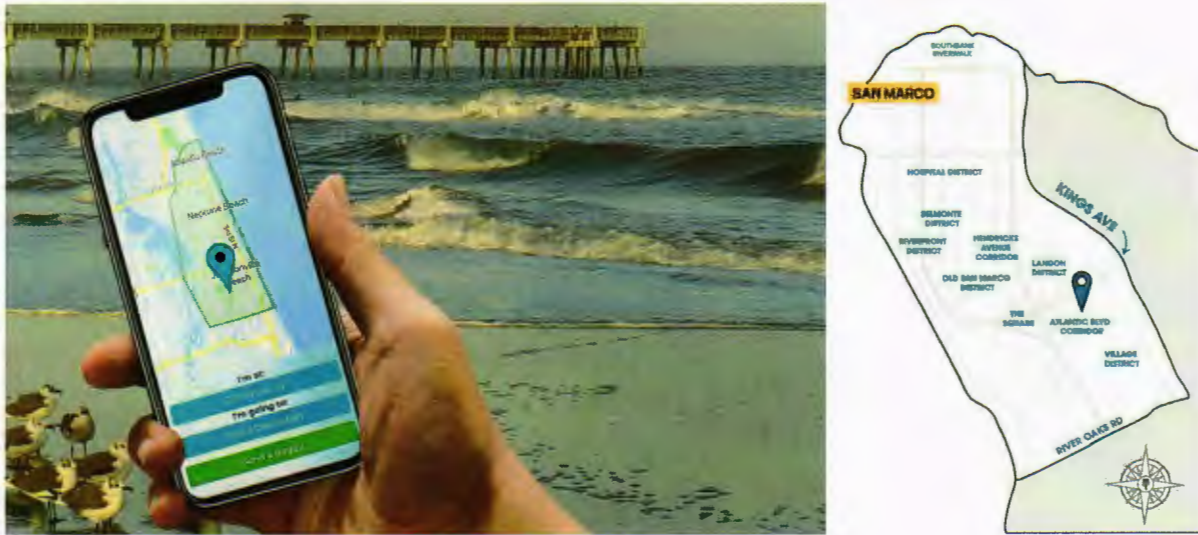


Image credit: Beach Buggy (<https://www.beachbuggyapp.com/>).

Figure 51. Example Vehicles: Go Tuk'n (Downtown Jacksonville/Riverside/Avondale)



Image credit: GoTuk'n (<https://gotukn.com/>).

Figure 52. Example Service Area: Go Tuk'n (Downtown Jacksonville/ Riverside/Avondale)

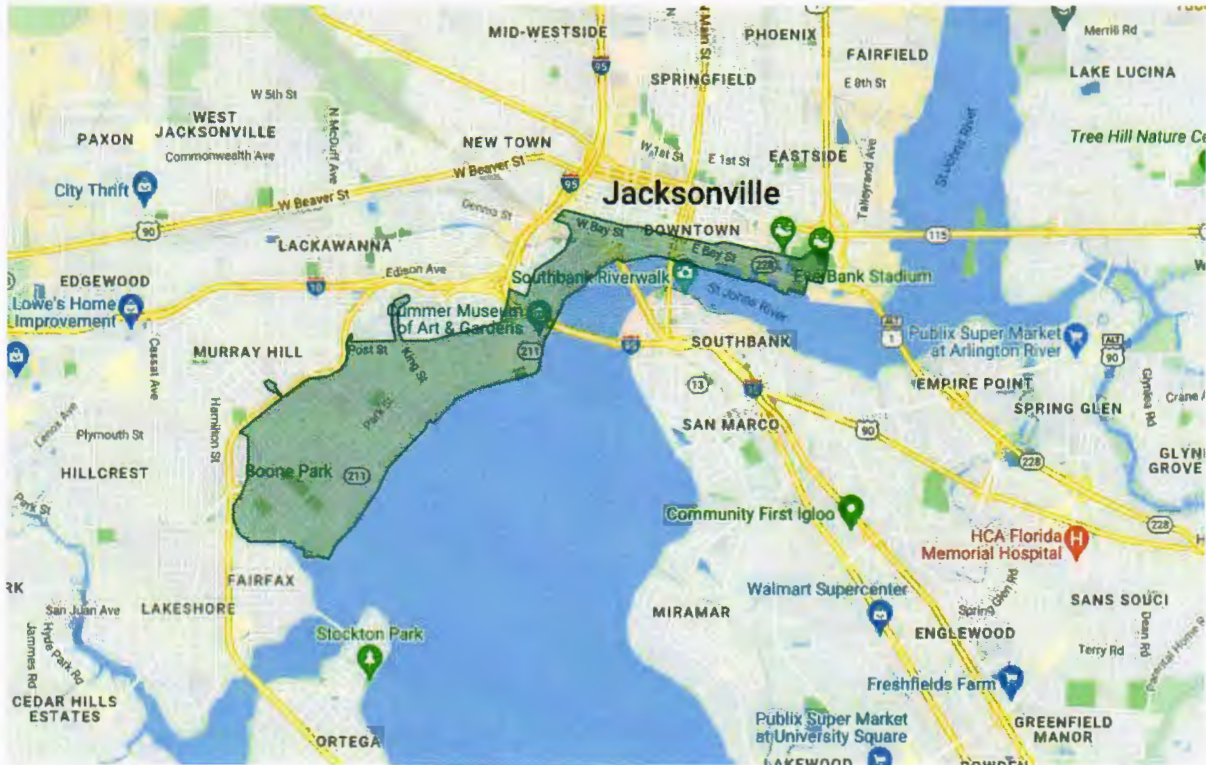


Image credit: JTA.

Recommendation 4: Improve Mobility Hub Visibility

In the short-term scenario, it is recommended that Nassau County work to improve the branding and visibility of existing infrastructure at the Yulee Winn-Dixie Park & Ride and add signage for the proposed Nassau Express Select stop at River City Marketplace. Improvements at the Yulee Park & Ride could include larger and better-lit signage, branded shelter decals, and dedicated striped areas available for park-and-ride use. Improving the visibility of major stops can help improve the community's awareness of available transit options and ultimately increase ridership.

Medium-Term Scenario

The medium-term scenario includes changes that could be made within 3-5 years. These recommendations are intended to represent expansion of the existing system, including the introduction of new transit modes, further improvements to current service, and continued progress toward improved technology and visibility.

Recommendation 5: Introduce New Flex Routes

In the medium-term scenario, Nassau County and JTA could work together to implement two new flex routes connecting rural portions of the county to Yulee and the JTA service area. Building from

the existing demand-response service, the flex routes would provide connections from Callahan and Hilliard to the Yulee Park & Ride and the JTA Armsdale Park & Ride (Figure 53). These routes would allow residents of each rural town center to connect to the Nassau Express Select and JTA microtransit service in Yulee, as well as JTA's First Coast Flyer bus rapid transit service, while preserving the ability for riders to make local trips.

JTA currently operates flex routes in Clay County under the branding of Clay Community Transportation. Like the Clay County routes, the Nassau County flex routes would include the ability to deviate up to ¾ mile from the route alignment to provide curb-to-curb service upon request. This deviation allows for better access for riders located within Callahan and Hilliard, who would be able to access the service without walking to a designated stop. These new flex routes would offer regional connections while preserving the ability of rural residents to access daily needs in their communities.

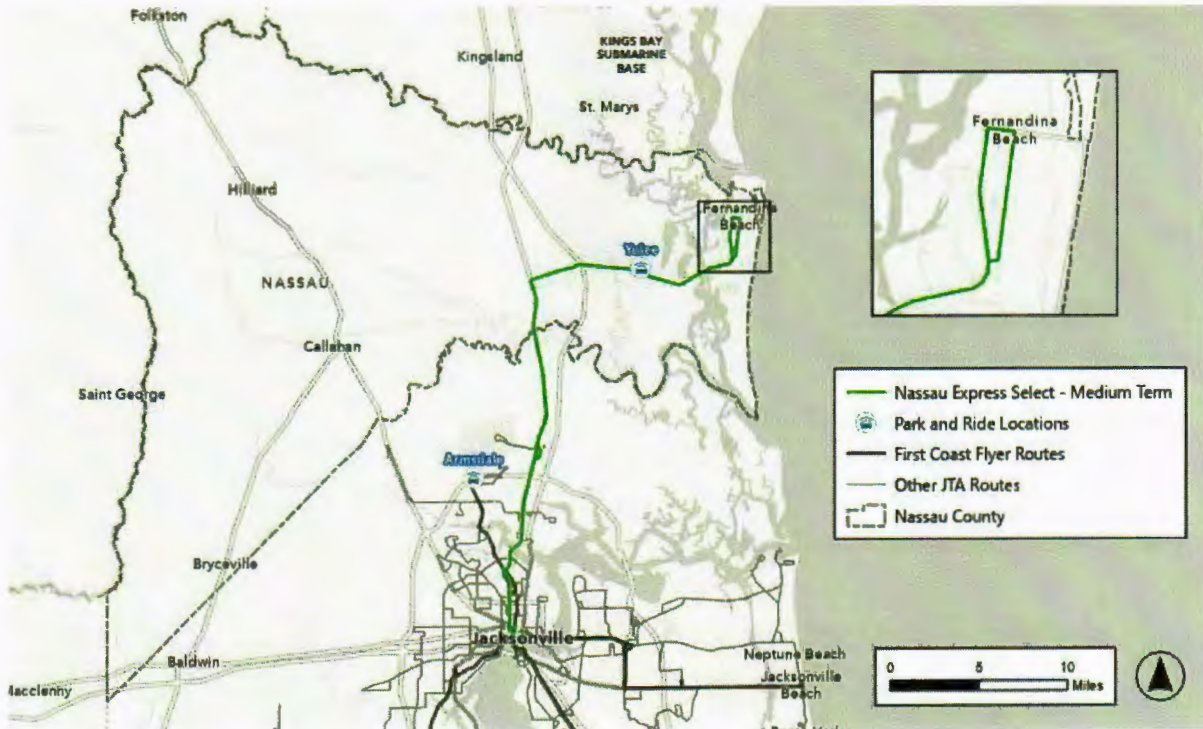
Figure 53. New Flex Routes



Recommendation 6: Extend Nassau Express Select to Fernandina Beach

In the medium-term scenario, Nassau County and JTA could extend the Nassau Express Select to downtown Fernandina Beach, as shown in Figure 54. This extension would provide a direct connection between downtown Jacksonville and Amelia Island, improving access for residents seeking employment in Nassau County, as well as for visitors traveling to and from the island.

Figure 54. Expanded Nassau Express Select



Recommendation 7: Continue Demand-Response Modernization

In the medium-term scenario, Nassau County and JTA should work to maximize operational efficiencies for the existing rural Paratransit/Registered Paratransit service. In conjunction with the introduction of flex routes, which are open to all riders, it is recommended that Nassau County and JTA revise the eligibility requirements for the rural demand-response service to focus on the State of Florida’s Transportation Disadvantaged (TD) requirements. By prioritizing demand-response service for passengers with disabilities, Nassau County and JTA can continue to offer curb-to-curb service for the customers who need it most, while improving the regional connections available to the general public.

Recommendation 8: New and Improved Mobility Hubs

In the medium-term scenario, mobility hub investments should be made to maximize the visibility of new transit routes, as well as to provide for a consistent customer experience. In conjunction with the extension of the Nassau Express Select, Nassau County and JTA should work with the City of Fernandina Beach to identify logical sites for branded bus stops and shelters in and near downtown Fernandina Beach. Additionally, branded bus stops for the proposed flex route service should be established in Callahan and Hilliard, as well as at the JTA Arnsdale Park & Ride and the Yulee Park & Ride.

To the extent feasible, branded bus stops should be located at sites that are visible to the public, accessible to nearby destinations, and well-connected to other modes of transportation, including walking, biking, and park-and-ride options. These facilities should include main shelters, signage, and maps. Potential locations could include the following:

- Hilliard Town Hall (15859 W Co Rd 108)
- Hilliard Winn-Dixie grocery store (550969 US Hwy 1)
- Downtown Callahan (US Hwy 1 and SR 200)
- Callahan Winn-Dixie grocery store (450078 SR 200)

Branded bus stops and other transit facilities should be regularly monitored by JTA staff and City/Town/County staff for cleanliness and public safety. As part of implementation, Nassau County should establish ongoing agreements for maintenance and trash collection at branded stops, as well as procedures for which the Nassau County Sheriff's Department and other County divisions may participate in addressing other potential quality-of-life concerns. This collaboration should specifically address the needs of individuals who experiencing homelessness, who may seek refuge on transit; government partners should prioritize connecting vulnerable populations with available housing, income, and food assistance, as well mental health resources as needed.

Long-Term Scenario

The long-term scenario includes potential improvements that could be implemented in 5 years or more as transit demand grows in Nassau County. These recommendations are intended to reflect a more fully realized vision of transit and mobility options within Nassau County. Future planning efforts could further refine these long-term improvements to address new developments or take advantage of new opportunities.

Recommendation 9: Expand and Improve Demand-Response Service

In the long-term scenario, it is recommended that JTA and Nassau County continue to monitor ridership and transit demand on the Nassau County microtransit service and add service when needed. This could include adding additional vehicles during peak hours, expanding service area boundaries to cover new developments, or extending service hours to better cover employer shift times or overnight hours. Along with any service expansion, there should be continued efforts to modernize Nassau County's microtransit service in conjunction with systemwide upgrades, including the ability to provide trip reservations, live vehicle tracking, and fare payment through an app, such as the MyJTA app.

Recommendation 10: Improve Frequency of Nassau Express Select

In the long-term scenario, it is recommended that Nassau County and JTA explore opportunities to improve service frequency on the Nassau Express Select route. Offering more frequent, all-day

service every 30 minutes would provide a more reliable and useful transit option for residents, employees, and visitors, reducing the need to refer to a published schedule. If demand warrants, Nassau County and JTA could also explore converting the Callahan/Hilliard/Armsdale flex route to a second Nassau Express Select service.

Recommendation 11: Expand First- and Last-Mile Options

In the long-term scenario, it is recommended that Nassau County and JTA continue to expand first- and last-mile transportation partnerships. Working in tandem with private providers, businesses, and local governments, Nassau County and JTA could facilitate the introduction of new transit modes, including micromobility (shared bikes and scooters), microtransit, or employer shuttles. These options should prioritize private and municipal funding to the extent feasible, with implementation support from Nassau County and JTA as needed.

Recommendation 12: Modernize and Expand Mobility Hubs

In the long-term scenario, Nassau County and JTA could work together with local governments and property owners to implement upgraded mobility hubs at key transit connection points. Where property is available, Nassau County could acquire or lease land and install upgraded infrastructure, including larger shelters, bicycle racks, restrooms, and electric vehicle charging stations. Where feasible, mobility hubs could be integrated with other community infrastructure, as shown in Figure 55.

Figure 55. JTA Mobility Hub Examples

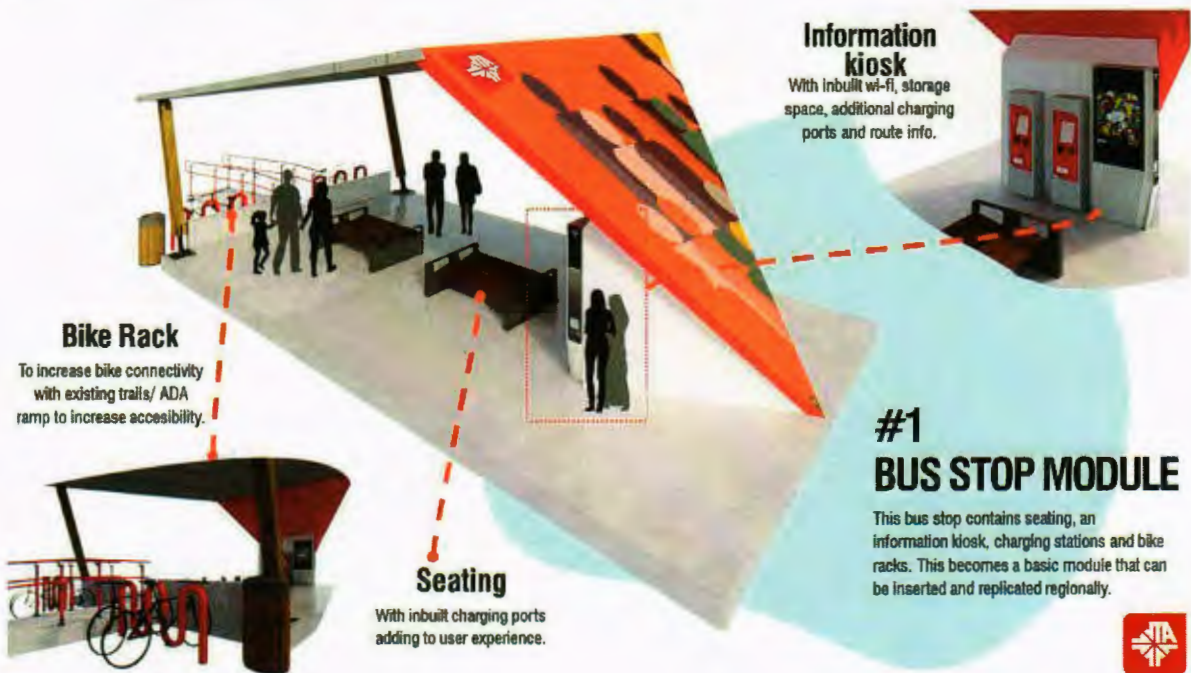


Image credit: JTA.

Recommendations Summary

Each of the three scenarios in this report represents meaningful improvements to public transit service in Nassau County.

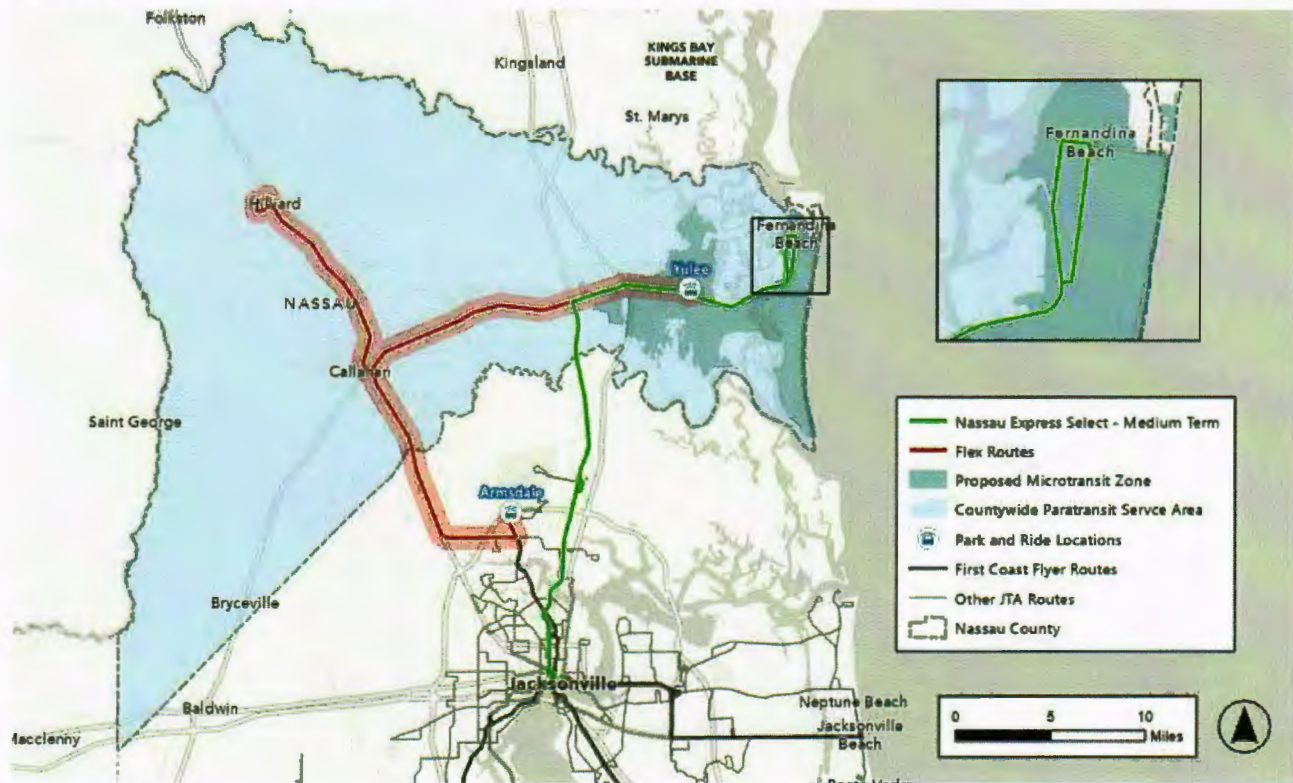
- In the near term, Nassau County can improve services by modernizing demand-response services, as well as by adding trips to the Nassau Express Select service.
- In the medium term, Nassau County could introduce flex routes connecting Callahan and Hilliard with the broader region, as well as further improve the Nassau Express Select and other transportation partnerships.
- In the long term, Nassau County can build on its public transit successes to achieve its vision of robust transportation access that reflects the County’s position as a dynamic, fast-growing part of the Northeast Florida region.

The recommendations from this service framework technical report are summarized in Table 27. All proposed service changes are visualized in Figure 56.

Table 27. Service Recommendations

| Time Horizon | Recommendation | Partners |
|------------------------------------|--|--|
| Short-Term (1-2 Years) | 1: Expand Nassau Express Select Service | Nassau County, JTA |
| | 2: Modernize Demand-Response Service | Nassau County, JTA |
| | 3: Facilitate First- and Last-Mile Service | Nassau County, JTA, Private Sector |
| | 4: Improve Mobility Hub Visibility | Nassau County, JTA, Municipalities, Property Owners |
| Medium-Term (3-5 Years) | 5: Introduce New Flex Routes | Nassau County, JTA |
| | 6: Extend Nassau Express Select | Nassau County, JTA |
| | 7: Continue Demand-Response Modernization | Nassau County, JTA |
| | 8: New and Improved Mobility Hubs | Nassau County, JTA, Municipalities, Property Owners |
| Long-Term (5+ Years) | 9: Expand Demand-Response / Microtransit | Nassau County, JTA |
| | 10: Increase Nassau Express Select Service | Nassau County, JTA |
| | 11: Expand First- and Last-Mile Options | Nassau County, JTA, Private Sector |
| | 12: Modernize and Expand Mobility Hubs | Nassau County, JTA, Municipalities, Property Owners |

Figure 56. Summary of All Service Changes



Implementation Plan

The Implementation Plan summarizes the proposed service recommendations identified by agency and community leaders to support existing and anticipated future mobility needs. This section outlines the implementation steps and schedule for the five-year and ten-year planning periods. The Study recommendations will be incorporated into the County's five-year Capital Improvement Plan.

Implementation Schedule

Table 28 presents the target years for implementing each recommendation proposed as part of the Nassau County Transit Study. This schedule may be revised based on customer feedback, service performance, or funding availability. Public-private partnerships may present opportunities to implement employer- or tourism-focused transportation on an accelerated timeline.

Table 28: Implementation Schedule

| Improvement Category | Recommendation | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | 2032 | 2033 |
|------------------------|---|------|------|------|------|------|------|------|------|------|------|
| Operational | 1. Expand Nassau Express Select Service | █ | █ | █ | | | | | | | |
| Operational | 2. Modernize Demand-Response Service | | █ | █ | █ | | | | | | |
| Policy | 3. Facilitate First- and Last-Mile Service via Employment or Tourism Partnerships | | █ | █ | █ | █ | | | | | |
| Capital/Policy | 4. Improve Mobility Hub Visibility | █ | █ | | | | | | | | |
| Operational | 5. Introduce New Flex Routes | | | █ | █ | █ | █ | | | | |
| Operational | 6. Extend Nassau Express Select to Fernandina Beach | | | █ | █ | | | | | | |
| Operational/ Policy | 7. Continue Demand-Response Modernization | | | | █ | █ | █ | | | | |
| Capital | 8. New and Improved Mobility Hubs | | | █ | █ | █ | █ | | | | |
| Operational | 9. Expand and Improve Demand-Response Service | | | | | █ | █ | █ | █ | █ | |
| Operational | 10. Improve Frequency of Nassau Express Select | | | | | | | █ | █ | █ | █ |
| Policy | 11. Expand First- and Last-Mile Options | | | | | | █ | █ | █ | █ | █ |
| Capital | 12. Modernize and Expand Mobility Hubs | | | | | | | █ | █ | █ | █ |



Action Plan

Table 29 details the actions necessary to implement the proposed recommendations in each scenario. These steps are intended to be undertaken collaboratively by local partners, including Nassau County and the JTA (as the transit provider and designated Community Transportation Coordinator for Nassau County). Transit service levels will be determined by Nassau County, which will provide local match for state and federal funds; JTA will assist with planning and will operate or implement most types of transit service recommended.

Table 29. Implementation Actions by Recommendation and Scenario

| Recommendation | Scenario | Action | Lead Partner | Supporting Partner(s) |
|---|------------|---|--|---|
| 1. Expand Nassau Express Select service | Short-Term | Acquire additional vehicles and hire additional drivers to meet expanded service recommendations. | JTA | Nassau County |
| | | Add a stop at River City Marketplace outside of Jacksonville to provide an additional for riders. | JTA | River City Marketplace |
| 2. Modernize demand-response service | Short-Term | Convert Island Hopper to a microtransit zone. | JTA | Amelia Island Municipalities, Nassau County |
| | | Add a second microtransit zone to serve the mainland portion of the Fernandina Beach-Yulee urbanized area. | JTA | Nassau County |
| | | Set up payment and ride ordering for the microtransit zones through the MyJTA app. | JTA | |
| | | Limit paratransit ridership to the rural areas of the county, with urbanized area residents using microtransit instead. | JTA | Nassau County |
| 3. Facilitate first- and last-mile service via employment or tourism partnerships | Short-Term | Establish relationships with the local tourism industry and large employers to develop first- and last-mile connections in cooperation with these stakeholders. | Nassau County, Urbanized Area Municipalities | JTA |
| | | Seek private-sector partnerships to help fund the system. | Nassau County, Urbanized Area Municipalities | JTA |



| Recommendation | Scenario | Action | Lead Partner | Supporting Partner(s) |
|---|-------------|--|-----------------------|--|
| | | If possible, integrate payment for first- and last-mile modes with the JTA App. | JTA | |
| 4. Improve mobility hub visibility | Short-Term | Improve the visibility of existing infrastructure at the Yulee Winn-Dixie stop on the Nassau Express Select | JTA | Nassau County |
| | | Add signage and other infrastructure at the proposed River City Marketplace stop. | JTA | |
| 5. Introduce new flex routes | Medium-Term | Investigate new flex routes in Nassau County, connecting Yulee, Callahan, Hilliard, and the Armsdale Park & Ride. Operations would function similar to the Clay County Community Transportation routes, with the ability to deviate up to ¼ mile from the main route upon request. | JTA | Nassau County, Yulee, Callahan, Hilliard |
| 6. Extend Nassau Express Select to Fernandina Beach | Medium-Term | Explore extending Nassau Express Select to Fernandina Beach. Determine the route to take and where the bus should stop to improve access for residents and visitors. | JTA | Fernandina Beach, Nassau County |
| | | When selecting a stop location, the potential for a future mobility hub should be considered. | Fernandina Beach, JTA | Nassau County |
| 7. Continue demand-response modernization | Medium-Term | If flex routes are implemented, consider limiting demand-response service to passengers with disabilities to maximize service to these people while refocusing some funding to improve flex routes and other regional service. | JTA | Nassau County |
| 8. New and improved mobility hubs | Medium-Term | Investigate potential mobility hubs throughout Nassau County, based on ridership, other connections, and priority origins/destinations. | JTA, Nassau County | Municipalities |
| | | Future development such as housing or retail projects should be considered in the evaluation of potential mobility hubs. | Nassau County | Municipalities |
| 9. Expand and improve demand-response service | Long-Term | Acquire additional vehicles and hire additional drivers to meet expanded service recommendations. | JTA | |



| Recommendation | Scenario | Action | Lead Partner | Supporting Partner(s) |
|--|-----------|--|--|-----------------------------------|
| | | Evaluate expanding service boundaries to cover new areas of development. | JTA | Nassau County, Municipalities |
| | | Evaluate extending hours of operation to cover employer shift times or overnight hours. | JTA | |
| | | Upgrade JTA App to incorporate live vehicle tracking, trip reservations, and integrated payment. | JTA | |
| 10. Improve frequency of Nassau Express Select | Long-Term | Acquire additional vehicles and hire additional drivers to meet expanded service recommendations. | JTA | |
| | | Explore the converting the Callahan/Hilliard/Armsdale flex route to Nassau Express Select service based on ridership. | JTA | Nassau County, Callahan, Hilliard |
| 11. Expand first- and last-mile options | Long-Term | Continue to develop partnerships with local private sector employers and tourism companies to provide connections to jobs throughout Nassau County and tourist destinations throughout the urbanized area. | Nassau County, Urbanized Area Municipalities | JTA |
| 12. Modernize and expand mobility hubs | Long-Term | Update mobility hubs within Nassau County at key transit connection points based on ridership and multi-modal connections. | JTA | Nassau County, Municipalities |
| | | Use JTA's existing mobility hub design guidelines. | JTA | |

Resource Requirements

Table 30 shows the annual operations and maintenance estimated costs associated with each scenario and recommendation. These costs are based on current observed values where appropriate, with updates based on JTA's anticipated cost structure in 2024. Additionally, the table includes potential federal and state funding sources that may be used to offset a portion of the operations and maintenance costs, as well as the number of vehicles required to operate each service. The Total Annual Costs will be refined based on future service changes, contract negotiations, and available grant funding.



Table 30. Annual Resource Requirements by Scenario

| Scenario | Service/Recommendation | Annual Revenue Hours | Annual Revenue Miles | Cost per Revenue Hour | Cost per Revenue Mile | Annual Operating Expenses (2024 \$) | Funding Program(s) | Local Funding Share (%) | Est. Local Share (2024 \$) | Vehicles Required | New Vehicles Required |
|--|---|----------------------|----------------------|-----------------------|-----------------------|-------------------------------------|------------------------|-------------------------|----------------------------|-------------------|------------------------|
| Current Service | Demand-Response (Paratransit/ Registered Paratransit/Island Hopper)* | 25,025 | 331,881 | \$46.97 | N/A | \$1,175,454 | FTA Sec. 5311, FDOT TD | 20% | \$235,091 | 14 | N/A |
| | Nassau Express Select** | 2,117 | 58,853 | \$152.14 | N/A | \$322,089 | FTA Sec. 5311 | 50% | \$161,045 | 1 | N/A |
| | Current Service Total | | | | | \$1,497,543 | | | \$396,135 | 15 | 0 |
| Short-Term (1-2 Years) | 1: Expand Nassau Express Select Service | 3,210 | 95,658 | \$42.00 | N/A | \$134,820 | FTA Sec. 5307 | 50% | \$67,410 | 1 | 0 |
| | 2: Modernize Demand-Response Service: Introduce ReadIRide in Yulee and on Amelia Island*** | 7,166 | 29,920 | \$31.01 | N/A | \$222,212 | FTA Sec. 5307 | 50% | \$111,106 | 4 (Est.) | 0 (Use Existing Fleet) |
| | 2: Modernize Demand-Response Service: Revise Paratransit Boundaries to Rural Trips Only**** | N/A | 598,708 | N/A | \$1.51 | \$904,049 | FTA Sec. 5311, FDOT TD | 20% | \$180,810 | 10 (Est.) | 0 (Use Existing Fleet) |
| | 3: Facilitate First- and Last-Mile Service | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| | 4: Improve Mobility Hub Visibility | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Short-Term Scenario Total | | | | | \$1,261,081 | | | \$359,326 | 15 | 0 | |
| Medium-Term (3-5 Years) | 5: Introduce New Flex Route: Hilliard-Callahan-Yulee***** | 3,060 | 90,576 | \$209.89 | N/A | \$642,263 | FTA Sec. 5311 | 50% | \$321,132 | 1 | 1 |
| | 5: Introduce New Flex Route: Hilliard-Callahan-Armsdale P&R***** | 2,295 | 68,544 | \$209.89 | N/A | \$481,698 | FTA Sec. 5311 | 50% | \$240,849 | 1 | 1 |
| | 6: Extend Nassau Express Select to Fernandina Beach | 4,013 | 115,239 | \$42.00 | N/A | \$168,525 | FTA Sec. 5307 | 50% | \$84,263 | 1 | 0 |
| | 7: Continue Demand-Response Modernization: Revise Paratransit Eligibility to TD Trips Only**** | 15,015 | 478,966 | N/A | \$1.51 | \$723,239 | FDOT TD | 20% | \$144,648 | 8 | 0 (Use Existing Fleet) |
| | 8: New and Improved Mobility Hubs | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Medium-Term Scenario Total+ | | | | | \$2,237,937 | | | \$790,891 | 15 | 2 | |
| Long-Term (5+ Years) | 9: Expand Demand-Response/ ReadIRide***** | 10,749 | 44,880 | \$31.01 | N/A | \$333,318 | FTA Sec. 5307 | 50% | \$166,659 | 6 | 2 |
| | 10: Increase Nassau Express Select Service | 6,475 | 185,962 | \$42.00 | N/A | \$271,950 | FTA Sec. 5307 | 50% | \$135,975 | 2 | 1 |
| | 11: Expand First- and Last-Mile Options | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| | 12: Modernize and Expand Mobility Hubs | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Long-Term Scenario Total** | | | | | \$2,452,468 | | | \$1,009,262 | 18 | 3 | |
| Notes | * Annual revenue hours and costs for current NassauTRANSIT demand-response services are calculated from 2021-2022 NTD reporting data. | | | | | | | | | | |
| | ** Revenue hours and costs for current Nassau Express Select service are calculated from revenue hours and expenses as reported in JTA's 2023 TDP Update. | | | | | | | | | | |
| | *** ReadIRide costs are drawn from service data from existing ReadIRide zones. Service would operate Weekdays and Saturdays, as in all existing service areas. | | | | | | | | | | |
| | **** Future Paratransit/Registered Paratransit costs are estimated at \$1.51 per passenger mile, consistent with JTA's March 2024 CTC application for Nassau County. In the Short-Term scenario, paratransit boundaries would be revised to cover rural areas only, with costs estimated using 100% of JTA's projected 598,708 TD passenger miles for 2024. Miles and hours are reduced to 80% of existing service totals in the Medium-Term scenario, when eligibility is revised to cover TD-eligible trips only. | | | | | | | | | | |
| | ***** Costs for flex route service are drawn from JTA's 2023 TDP Update. | | | | | | | | | | |
| | ***** ReadIRide expansion in the Long-Term scenario represents a 50% increase in revenue miles and hours from the Medium-Term scenario. | | | | | | | | | | |
| + Medium-Term Scenario total includes ReadIRide service from Short-Term Scenario, in addition to Medium-Term improvements. | | | | | | | | | | | |
| ** Long-Term Scenario total includes flex routes and demand-response revisions from Medium-Term Scenario, in addition to Long-Term Improvements. | | | | | | | | | | | |



Implementation Summary

Following the completion of this 2024 Nassau County Transit Study, it is recommended that Nassau County and JTA continue to build on the working relationships established during the study process. As future service operations are defined, Nassau County and JTA should convene formal, ongoing meetings of agency staff and key community advisors to identify issues, communicate needs, and plan for future service improvements.

Major takeaways from the implementation recommendations are as follows:

- Implementation of the study's recommendations will involve collaboration among Nassau County, JTA, and local/municipal partners.
- Nassau County will be the primary funding partner for local share contributions
- Nassau County and JTA will work together on service marketing, customer engagement, and local partnerships, which are further discussed in the Marketing Strategic Plan section.

Marketing Strategic Plan

This section of the report reviews Nassau County’s existing marketing efforts and presents best practices for how to improve the marketing and branding of transit services throughout NassauTRANSIT to enhance awareness of services and boost ridership.

Existing Marketing

NassauTRANSIT has several existing marketing efforts to inform the public about the three existing services offered by the agency, through the Nassau County Council on Aging (NCCOA). These marketing actions fall into three categories:

- Tools and Materials: Website and public documents
- Communications: Social media promotion
- Community Engagement: Public outreach

Marketing activities are a collaborative effort between Nassau County, NCCOA, and JTA.

Tools and Materials

In addition to providing information on the transit services offered, the NassauTRANSIT [website](#) includes frequently asked questions and contact information for customer service requests. Images of the website Homepage can be seen in Figure 57, and webpages for their demand-response and paratransit services are shown in Figure 58 and Figure 59 respectively.

Figure 57. NassauTRANSIT Homepage

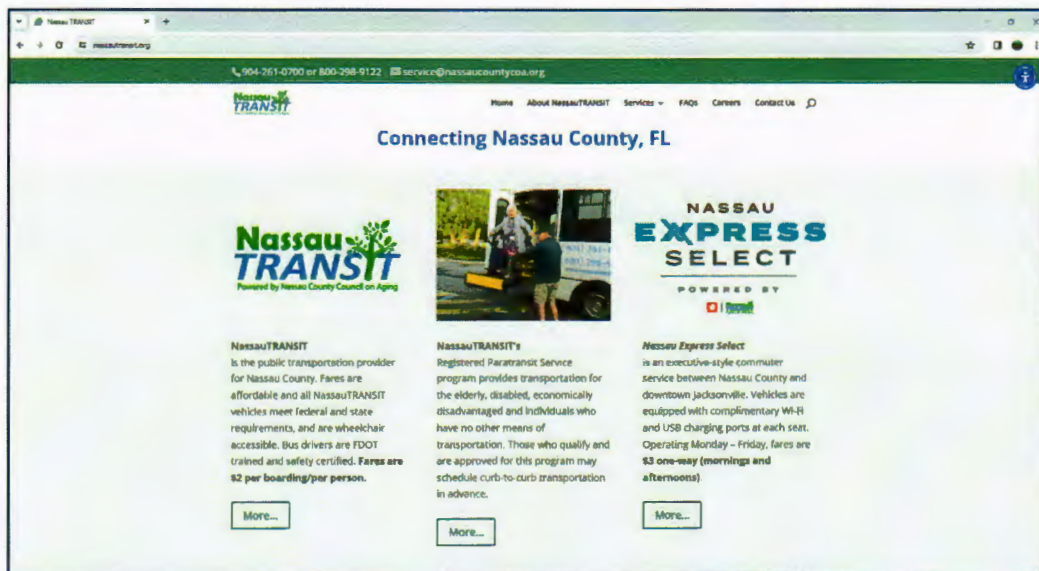


Figure 58. Demand-Response Webpage



Nassau TRANSIT
Powered by Nassau County's Public Transportation

Home About NassauTRANSIT Services FAQs Careers Contact Us

Public Transportation



Public Transportation:
Ride with our professional and friendly bus drivers!

Scheduled Rides

- Monday-Friday: Everywhere in Nassau County
- \$2 per boarding/per person
- Call in advance to schedule where you need to go...Fernandina Beach Senior Life Center, doctor, grocery store, pharmacy, hair salon/barber and more!
- To book your ride, call 904-261-0700

Same-Day Rides:

- \$2 per boarding/per person
- **Amelia Island**
 - Mon – Fri, 8 am – 4 pm
Call 904-261-0700 for pick-up
 - Sat, 9 am – 12 noon, 1 pm – 5 pm
Call 904-832-1218 for pick-up

Figure 59. Paratransit Webpage

 Home About NassauTRANSIT Services ▾ FAQs Careers Contact Us 

Registered Paratransit



Registered Paratransit:
Scheduled transportation for important appointments

- Registered Paratransit provides scheduled transportation for the elderly, disabled, economically disadvantaged and individuals who have no other means of transportation. Those who qualify and are approved for this program may schedule curb-to-curb transportation in advance.
- Do I qualify? - [check here](#) - [verifica aquí](#)
- Scheduled Rides
 - Everywhere in Nassau County: Monday-Friday 7 am – 3:30 pm

Call 904-845-3331, option #6 to schedule (at least 5 days in advance); approved application required

To book your ride, call 904-845-3331, option #6 (approved application required)

Please follow these steps to determine if you qualify for Registered Paratransit Service:

- **Download the Registered Customer Program Application Form – Formulario de Solicitud del Programa de Clientes Registrados**
- **Complete Parts 1 and 2; keep Part 3 for your records**
- **Return Parts 1 and 2 to:**

Email to:
service@nassaucountycoa.org

or

Mail or fax to:
NassauTRANSIT

JTA has a dedicated [webpage](#) for the Nassau Express Select with information on fares, schedule, and hours of operation, as shown in Figure 60.

Figure 60. JTA Nassau Express Select Webpage

Nassau Express Select

At Your Service

Brought to you by the Jacksonville Transportation Authority (JTA) and Nassau County Council on Aging, **Nassau Express Select** offers commuters an executive-style, affordable ride between Nassau County and the [Jacksonville Regional Transportation Center at LaVilla \(JRTC\)](#) in downtown Jacksonville.

Nassau Express Select vehicles offer comfortable seating and modern-day conveniences like complimentary Wi-Fi and USB charging ports. In addition, all vehicles are equipped with wheelchair access.

USING THE SERVICE IS EASY

Simply...

- Walk to or drive over and park at the Lofton Square Shopping Center in Yulee, located on the corner of Amelia Concourse and A1A.
- Board the shuttle at the **Nassau Express Select** bus shelter near Winn-Dixie and leave the driving to our professional team of operators.
- Arrive in downtown Jacksonville, ready to go!

Fares

- One-way Cash Fare: \$3*

Unlimited Rides

Enjoy unlimited Nassau Express Select rides if purchased with the [MyTA app](#).

- 1-day Pass: \$5
- 31-day Pass: \$90

*Based on income eligibility, some residents of Nassau County may qualify for a reduced fare. Contact NassauTRANSIT for information.

Hours of Operation

Service is offered from 6:00 a.m. to 7:00 p.m. Monday through Friday. Service is not available Saturdays, Sundays or holidays.

Schedule

Monday - Friday only

| NORTHBOUND | | | | | |
|------------------|-----------|-----------|-----------|-----------|-----------|
| JRTC at LaVilla | -- | -- | 4:45 p.m. | 5:15 p.m. | 6:15 p.m. |
| Yulee Winn-Dixie | 6:40 a.m. | 7:10 a.m. | 5:30 p.m. | 6:00 p.m. | 7:00 p.m. |
| SOUTHBOUND | | | | | |
| Yulee Winn-Dixie | 6:40 a.m. | 7:10 a.m. | 5:30 p.m. | 6:00 p.m. | 7:00 p.m. |
| JRTC at LaVilla | 7:20 a.m. | 7:50 a.m. | 6:10 p.m. | -- | -- |

[VIEW OUR INTERACTIVE MAP](#)

NassauTRANSIT buses are branded with the agency's logo and the name of the service offered. This provides brand recognition on the vehicles while they travel their routes and can indicate to residents that a bus route passes by their area and may be a transportation option for them. NassauTRANSIT vehicles and a bus stop are shown in Figure 61 and Figure 62, respectively.

Figure 61. NassauTRANSIT Vehicles



Figure 62. Island Hopper Bus Stop

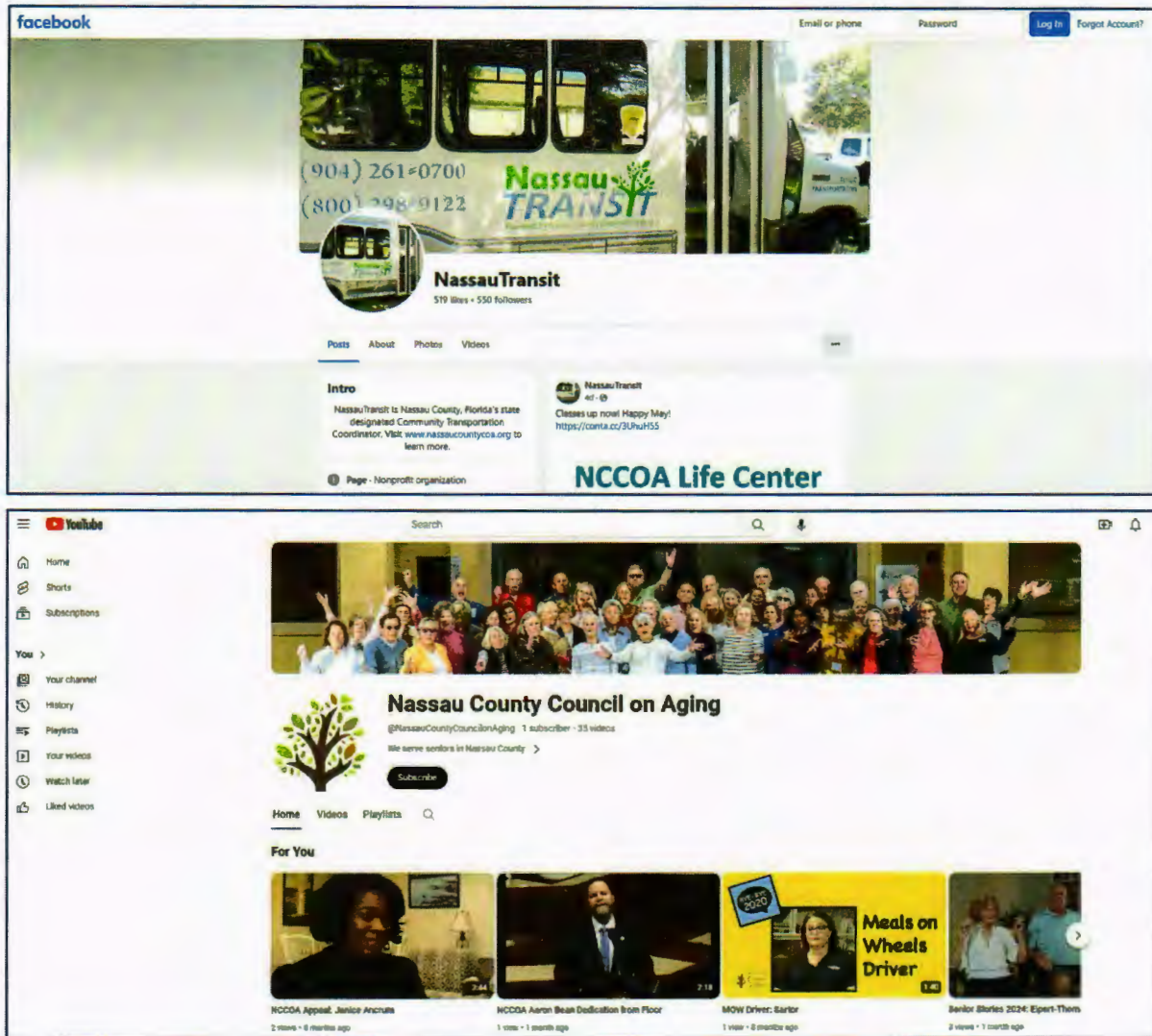


Communications

To keep the public informed through social media channels, NCCOA operates a [Facebook page](#) for NassauTRANSIT and a [YouTube channel](#), for the Council on Aging specifically, with information on transit, both shown in Figure 63. While the YouTube channel is specific to the NCCOA, the Facebook page could be utilized to improve outreach to members of the public through expanded and improved use. Currently, the page reposts information about the NCCOA's initiatives. Upon the transfer of operations to JTA, the Facebook page should be used solely to post transit-related information about transit operations, events and opportunities, and public engagement instead of general NCCOA information.

NCCOA operates a telephone number and email address for customer service questions about NassauTRANSIT. The phone line can be reached at 904-261-0700 or 800-298-9122 and the email address is service@nassaucountycoa.org.

Figure 63. NassauTRANSIT / NCCOA Social Media



Community Engagement

NCCOA conducts outreach with community service organizations. The County also conducts public engagement efforts in conjunction with long-range planning and visioning efforts such as their Transit Plan (2015) and 2030 Comprehensive Plan (2012). While these efforts are essential activities for transit agencies to participate in, Nassau County’s transit system could benefit from more consistent, ongoing advertising and outreach within the local community.

Community survey responses and stakeholder engagement conducted in the early phase of the study show many individuals in Nassau County are unaware of NassauTRANSIT’s existing services. Some survey respondents indicated confusion about eligibility requirements, including the impression that the system is available only to older adults or people with disabilities.

Branding

Branding Strategy

Brand development and branding strategies can take different forms depending on the agency, services, and context. Brand development and strategy encompasses the following questions and processes:

- What values will the agency's brand stand for? Typical transit agency brand values include:
 - Service reliability
 - Convenience
 - Passenger comfort and safety
 - Travel freedom.
 - Increasingly transit brands have reflected broader community goals such as environmental sustainability and social equity.
- What promises will the brand convey to current and potential passengers?
- What personality will the brand convey through its marketing?

When building a brand, defining what *is* and what *is not* included in the brand are equally important components. For example, in the case of travel markets and travel choices/options, a transit brand should seek to gain a greater market share of trips made in a region. Understanding the mobility needs of a community – often a desire for frequent, rapid, origin-to-destination service – suggests that a brand evokes a sense of direction, expediency, and reliability. But if parts of an existing brand are favorably viewed, maintaining and incorporating those elements may be wise. If the existing brand suffers from a negative public image, the transit agency may want to define a new brand as distinctly as possible from existing services.

It is also important in brand strategy development to consider the long-term vision for the transit system and service. A brand should be associated with a transit agency's long-range plan and vision for regional mobility. A brand can help define where the agency wants to be in five, ten, or more years into the future, and help define messaging around an agency's long-term goals, values, and role in the community.

Brand Management

Brand management refers to the continued maintenance and upkeep of the brand. This does not mean that an agency should develop a new brand from one year to the next. Rather, brand management is often the bridge between the agency's brand and its marketing strategy. As discussed, marketing relates to the communication strategy that promotes the transit provider and their service offerings, with the goal of maintaining and growing ridership, or how investing in and using public transportation can help communities achieve other goals and provide wider value and enhance the reputation of the service.

Marketing Recommendations

The following marketing recommendations can help Nassau County and JTA improve customer satisfaction and awareness of transit options.

1. **Conduct regular customer surveys** to stay current and informed of rider concerns and needs. A survey should be developed and distributed at least annually to hear from riders about current conditions and opinions. This could help maintain and grow ridership by adapting to customer wants and needs and prevent issues from developing beyond solving.
2. **Keep vehicles in good condition** through regular maintenance and cleaning. Maintaining clean and well-operating vehicles prevents riders from being discouraged by dirty vehicles or delays caused by maintenance issues.
3. **Conduct regular outreach to Nassau County residents** to ensure they are aware of available transit services. Additional outreach should be conducted if any of the new services recommended in the Service Framework Technical Report are implemented.
4. **Update fare payment systems** on Nassau County services to allow for fare payment through a mobile App, such as the MyJTA App.

Branding Best Practices

Rebranding transit services can present challenges and opportunities for transit providers. While rebranding can sometimes cause concern about confusing or alienating existing customers, it can also create an opportunity to clarify service offerings and engage in consistent marketing to reach new riders. However, careful and thoughtful rebranding can create a new image for existing services that better frames the benefits both services provide.

The following best practices address how to utilize existing branding of NassauTRANSIT and the JTA to cover the new areas of service.

1. **Establish clear branding guidelines** for all services in Nassau County
2. **Rebrand the existing Island Hopper service** using JTA's ReadIRide platform (or equivalent service), marketing materials, and service standards.
3. **Improve branding and visibility of bus stops** and create a mobility hub at the Yulee Winn-Dixie Park & Ride, and in the future use JTA's existing mobility hub design guidelines to further develop this and other potential hub locations.
4. If implementing new routes in the future, **provide clear branding and marketing for the new services.**
5. **Connect with local partners** to create strong branding for potential first- and last-mile options, such as micromobility or microtransit
6. **Connect JTA's customer service infrastructure** to the existing NassauTRANSIT website.

7. Over time, **incorporate the Nassau County transit services into JTA's website**, similar to how the Nassau Express Select is included on JTA's website. Consider maintaining the nassautransit.org domain name as a link to JTA's website for consistency.
8. **Add NassauTRANSIT routes to JTA's [online route map](#) and [trip planning](#) webpages.**
9. Should the branding be changed in the future for any existing NassauTRANSIT services, **rebrand vehicle exteriors.**

Considerations for Future Updates

Where logos are present, they should be updated to reflect the operator of the service. If a service is operated in conjunction with JTA, both logos should be present. This includes logos on physical infrastructure, such as vehicles and stops, and marketing materials, such as on websites, social media, and printed materials.

Marketing Summary

Nassau County and JTA should work to create clear, measurable goals for their marketing efforts. Goals should be targeted to help improve existing marketing and expand the reach of marketing efforts to county residents. In the future, the County and JTA should develop an annual marketing plan to provide a clear pathway towards achieving those goals. Some recommendations for goals are included below.

- **Establish branding guidelines** for existing services operating under JTA jurisdiction and update marketing materials accordingly.
- **Develop an annual marketing and promotion plan** to identify and commit to specific outreach actions, including attendance at community events, free or reduced-fare promotions, and paid advertising.
- **Set annual engagement targets** for customers reached via in-person outreach, community organizations, online marketing, and social media. JTA and Nassau County should track performance year-to-year.

By building on the partnerships created through the Nassau County Transit Study, Nassau County, and the JTA will work together to implement recommendations and ensure customers around the region can take advantage of a more robust and integrated public transit system in Nassau County.

Conclusion

As an update to the 2015 Nassau County Transit Study, this study is an opportunity to review existing transit services and assess the opportunities to address growth and additional mobility needs across Nassau County. In partnership with JTA, Nassau County led a public and stakeholder engagement process, and a robust technical analysis to document gaps and needs in the transportation network and develop a set of key recommendations to meet those needs.

Through this analysis, a framework for transit service was developed that introduced innovative and cost-effective strategies for addressing these needs. The result is a 5-10 year “road map” for transit investment that focuses on the following elements:

- Modernization of demand-response services with effective marketing, technology, and delivery
- Expanding express and flex-route services to better meet the needs of existing and potential riders
- Capital investments to support the maintenance, operation, and visibility of transit services
- An inventory of best practices related to marketing and promotion of transit.

Equally importantly, the study process convened a group of leaders in Nassau County that are passionate about the development of transit service and will help ensure the plan’s successful implementation. This included planning and transportation professionals, business leaders, transit users, and County staff. The implementation and marketing plans outline steps that these partners can take to improve transit service throughout Nassau County to meet the region’s diverse needs.

By implementing this plan, Nassau County, the JTA, and local partners can address transportation needs identified by stakeholders and position Nassau County’s transit system to support the County’s future growth and development.